

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Vodenje in upravljanje socialnega podjetja
Course title: Leadership and Management of Social Enterprise

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Psihosocialno svetovanje, druga Psychosocial counselling, master, second	Program nima smeri The programme has no fields	Prvi, drugi First, second	Drugi, četrti Second, fourth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code: VUSP / LMSE

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20		10			150	6

Nosilec predmeta / Lecturer:

prof. dr. Dejan Jelovac / Prof. Dejan Jelovac, Ph.D

Jeziki /

Languages:

Predavanja /

Lectures:

Vaje / Tutorial:

Slovensko / Slovenian, Angleško / English

Slovensko / Slovenian, Angleško / English

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

Prerequisites:

Vpis študenta v prvi letnik študija.

Enrolment into the first year of study.

Vsebina:

- uvod v vodenje in upravljanje na področju socialne ekonomije
- socialno podjetje kot dimenzija organiziranega inter-mediarnega prostora civilne družbe
- teorije o vlogi, vplivu in pomenu socialne ekonomije v moderni družbi
- trendi v razvoju socialne ekonomije v zadnjem desetletju
- slovenska socialna podjetja in socialno podjetništvo v mednarodni primerjalni perspektivi
- ustanovitev socialnega podjetja in njegov pravni status (so.p.)
- temeljni principi vodenja in procesi upravljanja socialnega podjetja: definiranje poslanstva organizacije, transformacija poslanstva v vizijo in vloga eksekutivnega vodstva, etika vodenja in upravljanja socialnega podjetja, strateško in akcijsko planiranje v socialnem podjetju, marketing v socialnem podjetju, evalvacija programov in razvijanje novih programov delovanja socialnega podjetja, oblikovanje in upravljanje programov za pridobivanje sredstev, krizni menedžment v socialnem podjetju, menedžment človeških virov v socialnem podjetju, ekonomski vidiki managementa v socialnem podjetju kot tipični obliki neprofitnih organizacij, financiranje socialnega podjetja, odnosi z javnostmi, lobiranje socialnega podjetja
- socialno podjetje kot učeča se organizacija
- zaključna opombe: možnosti za nadaljnji razvoj tretjega oz. neprofitnega sektorja v sodobnem svetu in Sloveniji

Content (Syllabus outline):

- introduction into leadership and management at the field of social economy
- social enterprise as a dimension of organised/intermediate place of a civil society
- theories on the role, impact and the importance of social economy in modern society
- trends in the development of the social economy in the last decade
- the Slovenian social enterprises and social entrepreneurship in the international comparative perspective
- foundation of the social enterprise and its legal status
- the basic principles of leading and the processes of managing the social enterprise: the definition of the organization's mission, the transformation of the mission into vision and the role of executive management, the ethics of leading and managing the social enterprise, the strategic and action planning in the social enterprise, marketing in the social enterprise, evaluation of the programs and development of new social enterprise work programs, formation and managing of programs for acquiring financial funds, crisis management in the social enterprise, management of human resources in the social enterprise, economic aspects of the management of social enterprise as a typical non-profit organisation, funding of social enterprise, public relations, lobbying by social enterprise
- social enterprise as a learning organization;
- concluding remarks: perspectives for the further development of the third ie. non-profit sector in modern world and Slovenia

Temeljni literatura in viri / Readings:

RIDLEY-DUFF, Rory; BULL, Mike. *Understanding social enterprise: Theory and practice*. London: Sage, 2011.

FITZHUGH, Helen; STEVENSON, Nicky. *Inside social enterprise: Looking to the future*. Policy Press, 2015.

YUNUS, Muhammad. *Building social business: The new kind of capitalism that serves humanity's most pressing needs*. PublicAffairs, 2010.

RIDLEY-DUFF, Rory. *The case for fairshares: A new model for social enterprise development and the strengthening of the social and solidarity economy*. CreateSpace Independent Publishing Platform, 2015.

WORTH, Michael J. *Nonprofit management: Principles and practice*. Sage Publications, 2018.

DRUCKER, Peter: *Managing the Non-profit Organization*. New York, HarperCollins Publishers Inc., 2006.

PATON, Rob. *Managing and measuring social enterprises*. Sage, 2003.

JELOVAC, Dejan (ed.). *Jadranje po nemirnih vodah menedžmenta nevladnih organizacij*. Radio Študent, 2002.

Cilji in kompetence:

Splošne kompetence:

- sposobnost uporabe znanja v praksi in izvirnega, kreativnega reševanja problemov v novih ali neobičajnih kontekstih
- avtonomnost v strokovnem delu
- sposobnost poglobljene kritične analize, sinteze in predvidevanja rešitev ter posledic
- razvoj komunikacijskih sposobnosti in spretnosti, obvladovanje (sodelovanje, koordiniranje, vodenje, soustvarjanje) komunikacije v mednarodnem okolju, tudi z eksperti na drugih področjih
- kooperativnost, delo v skupini (in v mednarodnem okolju)
- etična refleksija in zavezanost profesionalni etiki, prevzemanje osebne in družbene odgovornosti, povezane z uporabo osvojenih znanj

Objectives and competences:

General competences:

- the ability to apply knowledge in practice and innovative, creative problem solving in new or unusual contexts
- autonomy in professional work
- the ability of critical analysis, synthesis and prediction of solutions and consequences
- the development of communication skills, capability to communicate (cooperation, coordination, leadership, co-creation) in international environment and with experts on various fields
- cooperation, working in a group (also in international environment)
- ethical reflection and commitment to professional ethics, acceptance of personal and social responsibility associated with the use of acquired knowledge
- the ability to connect knowledge and manage complexity faced in professional work

- sposobnost povezovanja znanja in obvladovanja kompleksnosti, s katero se srečujejo pri strokovnem delu

Predmetno specifične kompetence:

- poznavanje področja trženja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družbspoznavanje orodij, ki so na voljo za merjenje vpliva in učinkovitosti socialnih podjetij
- spoznavanje najboljših praks in vzorčnih modelov na področju socialnega podjetništva

Subject-specific competences:

- knowledge of the field of marketing and understanding the media phenomena and their relationship to the structure and development of the societies
- understanding of the internal social entrepreneurship through potentials of social development
- exploring best practices and sample models in the field of social entrepreneurship

Predvideni študijski rezultati:

- razumevanje temeljnih razlik vodenja in upravljanja med socialnimi in profitnimi podjetji
- razumevanje strateškega odločanja in načrtovanja v socialnih podjetjih kot neprofitnih organizacijah
- spoznati različne tipe socialnih podjetij (so.p) pri nas in v svetu: kooperative (zadruga), vzajemne družbe, vzajemne zavarovalniške organizacije, fundacije (ustanove), združenja (društva), zavodi, itd.
- razumevanje poslovnih rezultatov in merjenje učinkov v socialnih podjetjih kot neprofitnih organizacijah
- razumevanje funkcij managementa v socialnem podjetju
- spoznati temeljne svetovne trende v razvoju socialne ekonomije v zadnjih desetletjih
- spoznati posebnosti upravljanja javnega sektorja in vlogo države v tem sektorju
- razumevanje posebnosti uspešnega vodenja socialnih podjetij kot tipičnih neprofitnih organizacij

Intended learning outcomes:

- understanding fundamental differences in leading and managing social and profit organizations
- understanding strategic decision-making and planning in social enterprises as non-profit organizations
- to learn about different types of social enterprises in Slovenia and wider: cooperative, mutual company, foundation, association, public institute, etc.
- understanding business results and measurement of effects in social enterprises as non-profit organizations
- understanding managerial functions in social enterprise
- acquire knowledge about fundamental global trends in the development of social economy in last decades
- learn about particularities of public sector management and the role of the state
- understanding particularities of successful management of social enterprises as typical non-profit organizations

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 izkušenskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje)
- individualno delo študentov (študij literature)
- individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija)

Learning and teaching methods:

- lectures with the active participation of students (presentation, discussion, questions, problems, problem 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)
- individual work (study of the literature)
- individual and/or groups consultations (discussion, additional explanation, dealing with specific issues)
- use of online classroom or other contemporary ICT tools
- a possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Izdelava in zagovor seminarske naloge na vajah.	35	Seminar work with reports on exercises and presentation of the work.
Ustni ali pisni izpit.	65	Oral or written examination.
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance

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, ORLIĆ, Ranko, SUKLAN, Jana, SRŠEN, Cvetko. Organisational culture measurement : an empirical study of local and regional similarities and differences in case of Post of Slovenia ltd. *Innovative issues and approaches in social sciences*. 2016, vol. 9, no. 2, str. 8-34.

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.

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. *Podjetniška kultura in etika*. VSŠP: Portorož, 2000.