

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Menedžment na področju medijev
Course title: Management in the Field of Media

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	prvi / first
Druga stopnja / Second Level			

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	-	20	-	-	140	6

Nosilec predmeta / Lecturer:

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

Jeziki /

Languages:

Predavanja /

Lectures:

slovenski, angleški / Slovenian, English

Vaje / Tutorial:

slovenski, angleški / Slovenian, English

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

Pogoj za opravljanje obveznosti je vpis v prvi letnik.

Prerequisites:

Enrolment in the first year of study.

Vsebina:

- Sodobni teoretični pristopi in paradigme v raziskovanju managementa na področju medijev;
- Značilnosti medijskih organizacij, mediji kot družbeni podsistem;
- Temljene funkcije delovanja medijskih organizacij;
- Značilnosti vodenja in upravljanja z medijskimi organizacijami;

Content (Syllabus outline):

- Modern theories and paradigms in the research of media management
- Characteristics of media organizations, the media as a social subsystem;
- Core functions of media organizations;
- Characteristics of leadership and management of media organizations;
- Relationships between key stakeholders in media organizations;

- Razmerja med ključnimi deležniki v medijskih organizacijah;
- Študije primera sodobnih medijskih organizacij.

- Case studies on contemporary media organizations.

Temeljni literatura in viri / Readings:

Albarran, Alan. 2013. *Management of Electronic and Digital Media*, fifth edition, Cengage Learning, Wadsworth.

Albarran, Alan, Chan-Olmsted, Sylvia, Wirth, Michael /eds. 2006. *Handbook of Media Management and Economics*, Routledge, New York – London.

Pringle, Peter, Starr, Michael. 2006. *Electronic Media Management*, fifth edition, Elsevier, Oxford.

Küng, Lucy. 2008. *Strategic Management in the Media – From Theory to Practice*, SAGE Publications, London.

Herrick, Dennis. 2003. *Media Management in the Age of Giants: Business Dynamics of Journalism*. Ames: Iowa State Press.

Jelovac, Dejan. 2015. *Zapiski s predavanj* (objavljeni v spletnem referatu fakultete pod Gradiva – Gradiva za predmet).

Cilji in kompetence:

- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- sposobnost vodenja in koordinacije delovnih timov;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;

Objectives and competences:

- The ability to design complex and original ideas, concepts and solutions of certain problems;
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation;
- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation;
- The ability to lead and coordinate work teams;
- Knowledge of the structure of media and understanding media phenomena and their relationship to the structure and development of the society;
- Development of complex skills and abilities in the application of knowledge in the field of media and media production through solving concrete problems;

- obvladovanje zahtevnih znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- organizacijske in vodstvene spretnosti za usmerjanje dela v medijski produkciji;
- fleksibilnost in prilagodljivost, tj. sposobnost poklicnega delovanja v različnih okoljih.

- Mastering intricate knowledge and techniques for the production of various types of media content;
- Organizational and managerial skills for directing work in media production;
- Flexibility and adaptability, i.e. ability to work professionally in different environments.

Predvideni študijski rezultati:

Študent/študentka:

- demonstrira poznavanje najnoveših teorij s področja menedžmenta;
- je sposoben analize okolja, v katerem delujejo medijske organizacije;
- je sposoben evalvacije stanja na področju medijev;
- je sposoben razumevanja narave medijske dejavnosti;
- je sposoben primerjalne obravnave različnih vidikov medijskega delovanja,
- je sposoben reševanja konkretnih problemov s področju upravljanja z medijskimi organizacijami.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- individualno delo študentov (samostojen študij literature, priprava seminarske naloge);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Intended learning outcomes:

Students:

- demonstrate knowledge of the latest theories in the field of management;
- are capable of analysing the environment in which media organizations operate;
- are capable of evaluating the state in the field of media;
- are capable of understanding the nature of media activities;
- are capable of comparative treatment of various media operations aspects,
- are capable of solving specific problems in the field of media organizations management.

Learning and teaching methods:

- Lectures with the active participation of students (materials, discussions, questions, examples, problem solving);
- Tutorial in conjunction with practice (reflection experience, project work, team work, critical thinking, discussion, feedback, social games, excursion);
- Individual and group consultations (interviews, additional explanation, specific questions);
- Individual work (independent literature study, seminar paper);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:**Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • Pisni/ustni izpit • Seminarska naloga in njen zagovoe na vajah <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>50 % 50 %</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none"> • Written / oral examination • Seminar paper and it's presentation in the seminar <p>Grading scale - in accordance with the Rules of examination and evaluation of knowledge.</p>
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Reference nosilca / Lecturer's references:

- GRUŠOVNIK, Rosana, JELOVAC, Dejan. The Impact of managerial multicultural competences on company's competitive advantage in global economy. *Innovative issues and approaches in social sciences*, 2014, vol. 7, no. 3, str. 58-89.
- 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, RIHTARŠIČ, Tanja. Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 1, str. 82-98.
<http://www.iiass.com/pdf/IIASS-volume7-number1-2014.pdf>.
- JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. *Raziskave in razprave*, ISSN 1855-4148, 2013, vol. 6, no. 3, str. 115-146.
http://www.fuds.si/media/pdf/zaloznistvo/R-R/R_R_oktober_2013_elektronska.pdf.
- JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2012, vol. 5, no. 2, str. 21-35. <http://www.iiass.com/pdf/IIASS-Volume5-Number2-2012.pdf>.
- JELOVAC, Dejan, REK, Mateja. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega, 2010. 183 str., ilustr. ISBN 978-961-92951-2-0.
- JELOVAC, Dejan. Vpliv medsebojnega odnosa civilne družbe in političnega podsistemana družbeno regulacijo sociosistemov v tranziciji – izziv managementu NVO. V: JELOVAC, Dejan (ur.). *Jadranje po nemirnih vodah menedžmenta nevladnih organizacij*. Ljubljana: Radio Študent: Študentska organizacija Univerze & Koper: Visoka šola za management, 2002, str. 138-152.

JELOVAC, Dejan. Odisejada krmarjev neprofitnega sektorja. V: Dejan JELOVAC (ur.) *Jadranje po nemirnih vodah menedžmenta nevladnih organizacij*. Ljubljana: Radio Študent: Študentska organizacija Univerze & Koper: Visoka šola za management, 2002, str. 11-27.