

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Ekonomika organizacije
Course title:	Business Economics

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (UN), prva stopnja / Social management (BSc), first level	/	2.	3.

Vrsta predmeta / Course type Obvezni/Compulsory

Univerzitetna koda predmeta / University course code: EO / BE

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	0	30	0	0	100	5

Nosilec predmeta / Lecturer: doc. dr. Predrag Ljubotina / Assist. Prof. Predrag Ljubotina, Ph.D

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:

Opravljen predmet Temelji ekonomije ali soroden uvodni predmet.

Completed course Basics of Economics or a similar introductory course.

Vsebina:

- Temeljni koncepti ekonomike podjetja;
- Podjetje - osnovna celica tržnega gospodarstva;
- Ustanavljanje, razvoj in poslovni procesi v podjetjih;
- Temeljne organizacijske oblike podjetij;
- Podjetje in njegovo tržno okolje;
- Teorija firme;
- Povpraševanje in ponudba;
- Analiza produkcijskih faktorjev;
- Teorija proizvodnje;
- Teorija stroškov;
- Analize stroškov;
- Amortizacija;
- Kalkulacije;
- Prodajne cene;
- Ocena periodičnih poslovnih rezultatov podjetja;
- Bilanca stanja, izkaz poslovnega izida, analiza denarnega toka;
- Točka preloma;
- Učinkovitost in uspešnost podjetja;
- Analiziranje različnih tržnih struktur;
- Analiza panoge in analiza konkurence;
- Strategije doseganja konkurenčne prednosti;
- Upravljanje z riziki;
- Odločitve o investicijah, investicijski programi.

Content (Syllabus outline):

- Fundamental concepts of business economics;
- Enterprise – basic cell of market economy;
- Establishing, development and business processes in the enterprise;
- Fundamental organisation structures of enterprises;
- Enterprise and market environment;
- Theory of the firm;
- Demand and supply;
- Analysis of production factors;
- Theory of production;
- Theory of costs;
- Analysis of costs;
- Amortization;
- Calculations;
- Pricing;
- Estimating periodic business result of an enterprise;
- Balance sheet, profit and loss account, analysis of cash flow;
- Breakeven analysis;
- Effectiveness and efficiency of an enterprise;
- Analysis of different market structures;
- Analysis of industries and analysis of competition;
- Strategies of reaching competitive advantages;
- Risk management;
- Investment decisions, feasibility studies.

Temeljni literatura in viri / Readings:

- Shapiro, David, MacDonald, Daniel, Greenlaw, Steven A. (2022): *Principles of Microeconomics* 3e. Rice University. <https://openstax.org/k12/economics>.
- Rebernik, Miroslav, Širec, Karin (2017): *Ekonomika podjetja (5. izdaja)*. Ljubljana: Gospodarski vestnik.
- Turk, Ivan (2006): *Uvod v poslovno ekonomiko*. Ljubljana: Slovenski inštitut za revizijo.

Cilji in kompetence:

- poglobljeno razumevanje odnosa med organizacijo in njenim družbenim okoljem;
- razumevanje ekonomskih vidikov za delovanje neprofitnega sektorja;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo) ;
- sposobnost razvijanja alternativnih rešitev v procesu strateškega načrtovanja;
- sposobnost interdisciplinarnega povezovanja različnih strokovnjakov.

Objectives and competences:

- in-depth understanding of the relationship between the organisation and its social environment;
- understanding of the economic aspects of the functioning of the non-profit sector;
- ability to recognise and exploit opportunities provided in the working and social environment and (manifest themselves as entrepreneurial spirit and active citizenship);
- the ability to develop alternative solutions in the process of strategic planning;
- the ability of interdisciplinary integration of the different experts.

Predvideni študijski rezultati:

Znanje in razumevanje:

- tržnega gospodarstva;
- ustanavljanja, razvoja in poslovnih procesov v podjetjih;
- temeljnih organizacijskih oblik podjetij;
- gospodarjenja v podjetjih;
- teorij, analiz stroškov in določanja prodajnih cen;
- ocena rezultatov podjetja;
- analize panoge in analize konkurence;
- odločitvah o investicijah in investicijskih programih.

Intended learning outcomes:

Knowledge and understanding:

- market economy;
- establishing, development and business processes in the enterprise;
- fundamental organisation structures of enterprises;
- making business in companies;
- theory, analysis of costs and pricing;
- estimating periodic business result of an enterprise;
- analysis of industries and analysis of competition;
- investment decisions and feasibility studies.

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,

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,

<p>metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);</p> <ul style="list-style-type: none"> • 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). 	<p>methods of critical reading and writing, evaluation, self-evaluation);</p> <ul style="list-style-type: none"> • 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).
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> • Pisni in/ali ustni izpit • Seminarska naloga <p>Seminarska naloga je predpogoj za pristop k izpitu. Obe oceni (seminar in izpit) morata biti pozitivni.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>80%</p> <p>20%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written and/or oral exam • Seminar work <p>The seminar paper is a precondition for the exam. Both marks (the seminar and the exam) must be positive.</p> <p>Grading scale - in accordance with the Rules of examination and evaluation of knowledge.</p>

Reference nosilca / Lecturer's references:

LJUBOTINA, Predrag, GOMEZELJ, OMERZEL, Doris, VADNJAL, Jaka. Succeeding a family business in a transition economy: following business goals or do it in my own way? *Serbian Journal of Management*, ISSN 1452-4864, 2018, vol. 13, no. 1, str. 29-46.

LJUBOTINA, Predrag, VADNJAL, Jaka. Succeeding a family business in a transition economy : is this the best that can happen to me? *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2017, vol. 46, no. 8, str. 1366-1385.

VADNJAL, Jaka, LJUBOTINA, Predrag. Professional trilemma of students with family business experience. *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2016, vol. 45, no. 3, str. 446-460.

KOCIPER, Tina, LJUBOTINA, Predrag, VADNJAL, Jaka. Entrepreneurial characteristics and aspirations influencing career choice in tourism family businesses. *Academica turistica: tourism & innovation journal*, ISSN 1855-3303, 2014, [Tiskana izd.], vol. 7, no. 2, str. 193-201.

LJUBOTINA, Predrag, BOJNEC, Štefan, VADNJAL, Jaka. Macroeconomic factors formnig family business heir's career choice intention. *Acta Oeconomica*.

LJUBOTINA, Predrag, VADNJAL, Jaka. Family Business Succession: Does Experience Gained in in Family Firm Really Count? *Management*, 2018, vol. 13, no. 4, str. 301–322.

LJUBOTINA, Predrag. The influence of entrepreneurial skills, education and risk perception on career choice intent: The case of European students with family business background. *Research in Social Change*.

VADNJAL, Jaka, LJUBOTINA, Predrag. Karierne možnosti naslednikov družinskih podjetij. *Economic and business review*, ISSN 1580-0466, 2019, [Tiskana izd.], letn. 21, pos. št., str. 253-261.

LJUBOTINA, Predrag, VADNJAL, Jaka, TURK, Dunja. Kako vzgojiti več mladih podjetnikov: karierni načrti študentov. *Weekend: redna priloga časnika Finance*, 20.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Kdo bo prevzel družinska podjetja? *Weekend: redna priloga časnika Finance*, 27.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Carreer choice intentions of students with family business background. V: ANTONČIČ, Boštjan (ur.). *Conference proceedings, Advances in Business - Related Scientific Research Conference - ABSRC 2014, Venice, Italy, March 26-28, 2014*. Piran: Gea College - Faculty of Entrepreneurship, str. 1-11.

LJUBOTINA, Predrag. Family Business heir's trilemma: Transition vs. market economies. V: *3rd International Scientific Conference on Business and Economics (ISCBE): From Transition to Development: Emerging Challenges and Perspectives*, held in Skopje, Macedonia, 13-15 June 2019.

LJUBOTINA, Predrag. Family Business heir's career choice in european countries. V: *May Conference on Strategic Management (IMCSM19)*, held in Bor, Serbia, 24-26 May 2019.

VADNJAL, Jaka, LJUBOTINA, Predrag. To be or not to be in a family business: the case of eight countries in South-Eastern European region. V: Dana, Léo-Paul (ur.), Ramadani, Veland (ur.). *Family businesses in transition economies: management, succession and internationalization*. Heidelberg [etc.]: Springer. cop. 2015, str. 99-111.

VADNJAL, Jaka, LJUBOTINA, Predrag. Dileme naslednikov družinskih podjetij v Sloveniji in drugje. V: Sedmak, Gorazd (ur.), et al. *Spodbujanje ruralnega turizma = Poticanje ruralnog turizma*. Koper: Založba Univerze na Primorskem; u Rijeci: Fakultet za menedžment u turizmu i ugostiteljstvu, Sveučilište. 2015, str. 69-77.