

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Ekonomska in poslovna kultura
<b>Course title:</b>	Economic and Business Culture

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, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

**Vrsta predmeta / Course type** izbirni / elective

**Univerzitetna koda predmeta / University course code:** EPK / EBC

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		15			145	6

**Nosilec predmeta / Lecturer:** doc. dr. Svitlana Buko / Assist. Prof. Svitlana Buko, PhD

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenski, angleški / Slovenian, English
	<b>Vaje / Tutorial:</b>	slovenski, angleški / Slovenian, English

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

Ni posebnih pogojev.

**Prerequisites:**

No special prerequisites.

**Vsebina:**

- Opredelitev ključnih pojmov predmeta: ekonomska in poslovna kultura; poslovna kultura kot sestavni del ekonomske kulture; jezik, norme, vrednote, prepričanja v medkulturnem svetu.
- Poznavanje družbeno-ekonomskih okolij različnih držav/družb ter različnih vzorcev medkulturnega sodelovanja in poslovnega vedenja (v javnem in zasebnem sektorju).
- Obvladovanje medkulturnih konfliktov v poslovnem komuniciranju.
- Predstavitev ugotovitev empiričnih raziskav poslovnih kultur; regionalni,

**Content (Syllabus outline):**

- Defining the key concepts of the course: economic and business culture; business culture as an integral part of the economic culture; language, norms, values, attitudes, beliefs in the intercultural world
- The study of the socio-economic environments of different countries/societies and different patterns of intercultural cooperation and business conduct (in public and private sector)
- Management of the intercultural conflicts in business communication
- Presentation of crucial findings of empirical research of business cultures; regional,

nacionalni, globalni pristopi k analizi poslovne kulture.

- Kulturni, zgodovinski, geografski, politični, ekonomski dejavniki pri poslovnih kulturni analizi.
- Vpliv poslovnih struktur in korporativne kulture na odnose med poslovnimi akterji.
- Poznavanje slovenskega ekonomskega prostora in sistema (tranzicija, vzpostavitev tržne ekonomije); socializem – kapitalizem.
- Značilnosti tržne ekonomije v globalni perspektivi (navade, vrednote, prepričanja, vedenjski vzorci).
- Ekonomska in poslovna kultura v Evropi: podobnosti in razlike med "zahodno" in "vzhodno" ekonomsko in poslovno kulturo.
- Pregled ključnih institucij, ki raziskujejo makroekonomske kazalnike in njihova praktična uporaba; medkulturna omrežja in združenja.
- Evropski integracijski procesi, gospodarsko sodelovanje in povezovanje ter kulturne implikacije le-tega: narava povezovanja (podjetja v mešani lasti, mednarodni konzorciji), različni kulturni vzorci.
- Globalne ekipe in spletno delo - poslovna kultura v virtualnem prostoru.

national, global approaches to business culture analysis

- Cultural, historical, geographical, political, economic factors in business culture analysis
- The impact of business structures and business corporate culture on the relationship between business actors
- The study of Slovenian economic field and economic system (transition, the establishment of market economy) socialism vs. capitalism
- Characteristics of market economy in a global perspective (customs, values, beliefs, attitudes)
- Economics and business culture in Europe: similarities and differences between "Western" and "Eastern" economic and business culture
- The review of key institutions that explore the macroeconomic indicators and their practical application; intercultural networks and associations
- The process of European integration, economic cooperation and networking, and cultural implications of the later: the nature of networking (joint ventures, international consortia), cultural patterns
- Global teams and online work - business culture in the virtual space

### Temeljni literatura in viri / Readings:

Magala, Sławomir J., Erten, Chrisitane, Bell, Roger Matthew, Claes, Marie-Therese, Yazici, Senem, and Karabag, Atila. (Eds.). 2024. *Hofstede Matters (Routledge Advances in Management and Business Studies)*. Routledge.

Spencer-Oatey, Helen, and Lazidou, Domna. 2024. *Making working relationships work: The TRIPS toolkit for handling relationship challenges and promoting rapport*. Castledown Publishers.

Lazidou, Domna, Spencer-Oatey, Helen, and Franklin, Peter. 2022. *Global fitness for global people: How to manage and leverage cultural diversity at work*. Castledown Publishers.

Available at: <https://globalpeopleconsulting.com/books/global-fitness-for-global-people-how-to-manage-and-leverage-cultural-diversity-at-work>

Vertovec, Steven. 2022. *Superdiversity: Migration and Social Complexity*. Key Ideas. Routledge.  
Available at:

[https://www.routledge.com/Superdiversity-Migration-and-Social-Complexity/Vertovec/p/book/9780415834636?srsId=AfmBOorCizbeVav4bDYIw2kQFXBuhM6ZxeZUE-adXJbpsgY\\_Ymg30215](https://www.routledge.com/Superdiversity-Migration-and-Social-Complexity/Vertovec/p/book/9780415834636?srsId=AfmBOorCizbeVav4bDYIw2kQFXBuhM6ZxeZUE-adXJbpsgY_Ymg30215)

### **Cilji in kompetence:**

Cilj predmeta je, da študenti poglobijo znanje in razumevanje kulturnih vidikov ekonomskega področja (predvsem s tistimi značilnostmi, ki so podlaga tržnemu tipu ekonomije) in temeljnih pojmov in konceptov, ki služijo kot analitično orodje pri preučevanju kulturnih vidikov ekonomskega delovanja. Študenti spoznajo glavne teoretske pristope k preučevanju ekonomske in poslovne kulture in naravo medkulturnih stikov na ekonomskem področju med akterji iz različnih okolij in njihov vpliv na dinamiko ekonomskega sodelovanja.

#### Kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost uporabe kompleksnejših oblik znanja v praksi;
- 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;
- zavezanost najvišjim standardom profesionalne etike;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- razumevanje poslanstva medijev v sodobni demokratični družbi;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- fleksibilnost in prilagodljivost, tj. Sposobnost poklicnega delovanja v različnih okoljih.

### **Objectives and competences:**

The objective of the course is for the students to broaden knowledge and understanding of cultural aspects of the economic field (especially with those characteristics that underlie the market type of economy) and the basic concepts that serve as an analytical tool in the study of cultural aspects of economic activity. Students learn about the main theoretical approaches to the study of economic and business culture and the nature of intercultural contacts in the economic field between actors from different backgrounds and their influence on the dynamics of economic cooperation.

#### Competences:

- The ability of complex analysis of cultural and social processes
- The ability to design complex and original ideas, concepts and solutions of certain problems
- The ability to use complex forms of knowledge in practice
- 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
- Commitment to the highest standards of professional ethics
- Knowledge of the structure of media and understanding media phenomena and their relationship to the structure and development of the society
- Understanding the mission of the media in contemporary democratic society
- The ability of media communication in different cultural environments

- Flexibility and adaptability, i.e. ability to work professionally in different environments

#### **Predvideni študijski rezultati:**

- razumevanje kulturnih vidikov ekonomskega področja, predvsem s tistimi značilnostmi, ki so podlaga tržnemu tipu ekonomije;
- poznavanje temeljnih pojmov in konceptov, ki služijo kot analitično orodje pri preučevanju kulturnih vidikov ekonomskega delovanja;
- poznavanje glavnih teoretskih pristopov k preučevanju ekonomske in poslovne kulture;
- evalvacija stanja ekonomske in poslovne kulture s pomočjo empiričnega gradiva in podatkov;
- sposobnost primerjalne obravnave različnih vidikov ekonomsko-poslovne kulture (primerjalna medkulturna analiza);
- razločevanje narave medkulturnih stikov na ekonomskem področju med akterji iz različnih okolij in njihov vpliv na dinamiko ekonomskega sodelovanja.

#### **Intended learning outcomes:**

- Understanding cultural aspects of economic areas, particularly with characteristics, which are the basis of market economy
- Knowledge of fundamental terms and concepts, which serve as an analytical tool in examining the cultural aspects of economic activities
- Knowledge of the crucial theoretical approaches in the study of economics and business culture
- The evaluation of economic and business culture with empirical material and data
- The ability of comparative analysis of various aspects of economic and business culture (comparative cross-cultural analysis)
- Detaching the nature of intercultural relations in the economic field between actors from different backgrounds and their impact on the dynamics of economic cooperation

#### **Metode poučevanja in učenja:**

- predavanja z aktivno udeležbo študentov;
- vaje (praktična implementacija spoznanj pridobljenih na predavanjih v prakso in diskusija na obravnavane ter aktualne tematike ki so vezane na predmet);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, primerjalna kulturna analiza);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij; timsko delo in vodenje virtualnega tima;
- individualno delo študentov (samostojen študij literature, priprava seminarske naloge, priprava na izpit).

#### **Learning and teaching methods:**

- Lectures with active participation of students
- Exercises (practical implementation of acquired knowledge during lectures into practice and discussion on the issues and current topics related to the subject)
- Seminar exercises (reflection on experience, project work, team work, critical thinking, comparative cultural analysis)
- Use of online classroom or other contemporary ICT tools; virtual teamwork and virtual team management
- Individual work (study of literature, seminar paper presentation, preparation for the exam)

**Načini ocenjevanja:****Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> <li>• Analitični blog</li> <li>• Projekt: Video predstavitev primera timskega dela</li> <li>• Refleksija</li> <li>• Medkulturni vprašalnik</li> <li>• Moodle izpit</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p style="text-align: center;">10% 50% 15% 5% 20%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Analytical Blog</li> <li>• Project: Teamwork case analysis video presentation</li> <li>• Reflection paper</li> <li>• Intercultural Survey</li> <li>• Moodle examination</li> </ul> <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
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**Reference nosilca / Lecturer's references:**

BUKO, Svitlana. Increasing commitment in the intercultural virtual team through the internal corporate staff development systems [conference proceedings] 10<sup>th</sup> International Scientific Conference "The Future of Global Business and Marketing: How Will Smart Companies Deal with Challenges and Opportunities?" 11 November 2020. DOBA, Maribor; p. 155-158.

BUKO, Svitlana. *Chronicles of the living borders: shared urban space of Gorizia (IT) and Nova Gorica (SLO)*. "Bordering in Pandemic Times. Insights into the COVID-19 Lockdown" Thematic issues 4/2020, UniGR-CBS series "Borders in Perspective" Luxembourg/Trier, 2020.

BUKO, Svitlana in KNAPPITCH, Eithne. (June 26, 2020): Cross-border Challenge Slovenia-Italy-Austria: Transforming a 24-hour field study tour into a hackathon. *Intercultural Learning and Inclusive Teaching for the New Virtual Paradigm* (Virtual ICL) series organized by Assessment and Research (CILMAR) Purdue University, SEITAR USA and SIETAR Europa.

BUKO, Svitlana. Cross-border research in the time of pandemic: business focus [expert series] "Thriving Thursdays: Mindfulness Matters" SIETAR Austria, 2020.

BUKO, Svitlana. Cross-border cooperation of small and medium businesses (SMEs): business characteristics, regional perceptions, and the probability of success on the Italian-Slovenian border. Presented at the 10th *Slovenian Social Science Conference on The Social Transformations We Live in: Between Cohesion and Fragmentation*. Nova Gorica, Slovenia, FUDS, 20-21 September, 2020.