

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Krizno komuniciranje
Course title:	Crisis Communication

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: KK / CC

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. Fadil Mušinović / Assist. Prof. Fadil Mušinović, PhD

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

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Teoretične osnove upravljanja tem in kriznega komuniciranja.
- Krizno komuniciranje in upravljanje kriznih okoliščin.
- Kriza in parakriza: vpliv digitalne tehnologije in družbenih medijev na krizno komuniciranje (organizacij).
- Aplikacija situacijske teorije kriznega komuniciranja kot diagnostičnega orodja.
- Procesi kriznega komuniciranja.
- Strategije kriznega odziva in kriznega komuniciranja.
- Načrt in priročnik za krizno komuniciranje.

Content (Syllabus outline):

- Theoretical foundations of issue management and crisis communication
- Crisis communication and crisis management
- Crisis and permacrisis: the impact of digital technology and social media on crisis communication (of organizations)
- Application of situational theory of crisis communication as a diagnostic tool
- Crisis communication processes
- Crisis response and crisis communication strategies
- Crisis communication plan and manual

Temeljni literatura in viri / Readings:

Tench, Ralph, Verčič, Dejan, Zerfass, Ansgar, Moreno, Ángeles, Verhoeven, Piet. 2023. *Komunikacijska odličnost: kako razvijati, upravljati in voditi izjemno komuniciranje*. Ljubljana: Fakulteta za družbene vede.

Kovoor-Misra, Sarah. 2019. *Crisis Management*. SAGE Publications.

Dodatna literatura bo študentom in študentkam posredovana na predavanjih in vajah. / Any additional literature will be communicated to the students at lectures and tutorials.

Cilji in kompetence:

Cilj predmeta je, da študenti spoznajo dejavnike, ki pripeljejo organizacije do krize in kriznega komuniciranja, prepoznajo načine upravljanja tem v organizacijskem okolju ter značilnosti in strategije kriznega komuniciranja. Pri predmetu se študenti naučijo uporabe diagnostičnega orodja za krizno komuniciranje, na podlagi katerega izberejo najustreznejšo strategijo odziva na krizne situacije, temeljnih načel učinkovitega kriznega komuniciranja, ter priprave kriznega komunikacijskega načrta in priročnika za učinkovito krizno komuniciranje. Študenti pri predmetu postanejo sposobni razumevanja kriznega komuniciranja in uporabe temeljnih načel učinkovitega kriznega komuniciranja.

Kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- zavezanost najvišjim standardom profesionalne etike;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- obvladovanje evropskih standardov kulture javnega dialoga;

Objectives and competences:

The purpose of the course is to get students acquainted with the factors that lead organizations to crisis and crisis communication, identify ways to manage issues in the organizational environment and the characteristics and strategies of crisis communication. In the course, students learn to use a diagnostic tool for crisis communication, based on which they choose the most appropriate crisis response strategy, fundamental principles of effective crisis communication, and the preparation of a crisis communication plan and manual for effective crisis communication. Students in the course become able to understand crisis communication and apply the fundamental principles of effective crisis communication.

Competences:

- The ability of complex analysis of cultural and social processes
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation
- Commitment to the highest standards of professional ethics
- Development of communication skills and communication skills at different levels in an intercultural environment
- The ability to understand, master and link complex media information
- Management of European standards of public dialogue culture
- The ability of media communication in different cultural environments

- sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- organizacijske in vodstvene spretnosti za usmerjanje dela v medijski produkciji;
- fleksibilnost in prilagodljivost, tj. Sposobnost poklicnega delovanja v različnih okoljih;
- sposobnost samo izražanja in prezentacije svojih stališč in idej skozi različne medijske žanre.

- Organizational and managerial skills for directing work in media production
- Flexibility and adaptability, i.e. ability to work professionally in different environments
- The ability of self-expression and presentation of own views and ideas through different media genres

Predvideni študijski rezultati:

Znanje in razumevanje:

- temeljnih teoretičnih konceptov upravljanja tem in kriznega komuniciranja;
- procesov upravljanja tem ter procesov in faz kriznega komuniciranja;
- diagnostičnega orodja za izbiro najoptimalnejše strategije kriznega odziva in kriznega komuniciranja;
- upravljanja kriznega komuniciranja;
- procesa raziskovanja, načrtovanja, izvajanja in vrednotenja kriznega komuniciranja, vključno s pripravo kriznega komunikacijskega načrta;
- ključnih strokovnih, profesionalnih in etičnih načel pri načrtovanju in implementaciji kriznega komuniciranja.

Intended learning outcomes:

Knowledge and understanding:

- Fundamental theoretical concepts of issue management and crisis communication
- Issue management and crisis communication processes and phases
- The diagnostic tool for selecting the most optimal crisis response and crisis communication strategy
- Crisis communication management
- The process of researching, planning, implementing and evaluating crisis communication, including the preparation of a crisis communication plan
- Key professional, professional and ethical principles in the planning and implementation of crisis communication

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples)
- Seminar exercises (reflection of experience, project work, teamwork, critical thinking, discussion, feedback, a forum for solving cultural problems, disputes, conflicts and dilemmas, social games)
- Individual and group consultations (discussions, additional explanation, addressing specific questions)
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation)
- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:**Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> • Praktična naloga – projektno delo (priprava kriznega komunikacijskega načrta za izbrano organizacijo s priložnikom kriznega odziva) • Ustna predstavitev praktične naloge • Pisni izpit <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p style="text-align: center;">50%</p> <p style="text-align: center;">10%</p> <p style="text-align: center;">40%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Practical assignment - project work (preparation of a crisis communication plan for the selected organization with a crisis response manual) • Oral presentation of the practical assignment • Written exam <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:

MUŠINOVIĆ, Fadil. Organizational management with the crisis of the Covid-19 pandemic. *Ekonomika, ekologija, socium*. 2021, vol. 5, no. 4, str. 19-28, ilustr. ISSN 2616-7107.

MUŠINOVIĆ, Fadil. Spiritual intelligence and business environments. *Academica turistica*, dec. 2020, year 13, no. 2, str. 167-177, 231, tabele. ISSN 1855-3303.

MUŠINOVIĆ, Fadil. Spiritual intelligence in business environments = Duhovna inteligentnost v poslovnih okoljih. V: WEIS, Lidija (ur.), KOVAL, Viktor (ur.), AŠKERC ZADRAVEC, Katarina (ur.). *Workshop on Social Research : Eastern European Conference of Management and Economics: EECME 2020: proceedings of the 2nd international scientific conference: May 29, 2020, Ljubljana, Slovenia*. Ljubljana: Ljubljana School of Business, 2020. Str. 65-73, ilustr.