

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Upravljanje zagonskih podjetij
Course title:	Start-up Company Management

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester

Informatika v sodobni družbi, visokošolski strokovni in univerzitetni študijski program prve stopnje	-	Drugi ali tretji	Četrta ali šesta
Informatics in Contemporary Society, first cycle Professional Study Programme and Academic Study programme	-	Second or third	Fourth or sixth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-VS-IP-2024-01-31

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

30	/	45	/	/	105	6
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Nosilec predmeta / Lecturer:

Jeziki /	Predavanja / Lectures:	Slovenski, angleški / Slovene, English
Languages:	Vaje / Tutorial:	Slovenski, angleški / Slovene, English

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

Ni pogojev za pristop k predmetu.

No prerequisites.

Vsebina:

Zagon tehnološkega podjetja: V okviru predmeta bomo podrobno raziskali in obravnavali proces zagona tehnološkega podjetja, ki se začne z idejo in vključuje vse korake do ustanovitve in delovanja podjetja.

Uporabnost podjetniške ideje: Poseben poudarek bo namenjen ocenjevanju uporabnosti podjetniških idej ter mehanizmom primerjav med različnimi idejami. Študentje se bodo naučili kritičnega vrednotenja idej in izbire tiste, ki ima največji potencial za uspeh.

Upravljanje tehnoloških podjetij: Študentje se bodo podrobno seznanili z osnovami upravljanja tehnoloških podjetij, vključno z glavnimi prvinami, kot so upravljanje in oblikovanje produkta ali storitve, finančno ocenjevanje, analiza trga, načrtovanje razvoja, sestava podjetniškega tima, trženje in prodaja.

Planiranje in spremljanje: V sklopu predmeta bodo študentje pridobili znanje o načrtovanju poslovanja, prilagajanju in umeščanju na trg, prilagajanju tržnim zahtevam, delu z deležniki ter pridobivanju finančnih virov. Poseben poudarek bo na spremljanju izvajanja načrtov in prilagajanju strategij glede na dinamične okoliščine.

Predstavitve podjetja ali izdelka: Študentje bodo razvijali veščine učinkovitega predstavljanja podjetja ali izdelka, pri čemer se bodo naučili

Content (Syllabus outline):

Startup Launch: In this course, we will delve into the process of launching a technological venture, covering the entire journey from conception to the establishment and operation of the company.

Utility of Entrepreneurial Ideas: Special emphasis will be placed on evaluating the utility of entrepreneurial ideas and mechanisms for comparing ideas with each other. Students will learn the critical assessment of ideas and selecting those with the greatest potential for success.

Management of Technological Companies: Students will gain a comprehensive understanding of the fundamentals of managing technological companies, including key elements such as product or service management and design, financial assessment, market analysis, development planning, team composition, marketing, and sales.

Planning and Monitoring: Within the course, students will acquire knowledge of business planning, adaptation and market placement, adjusting to market requirements, stakeholder engagement, and financial resource acquisition. The focus will be on monitoring plan implementation and adjusting strategies based on dynamic circumstances.

Company or Product Presentations: Students will develop skills for effective company or product presentations,

prilagajati predstavitve ciljni publiki in uporabljati različne tehnike za privabljanje pozornosti ter poudarjanje ključnih vidikov.

Timsko delo: Organizacija v podjetniške ekipe bo omogočila študentom praktično izkušnjo s sodelovanjem v timskem okolju. Študentje bodo skupaj pripravljali vse potrebno za zagon tehnološke rešitve po lastni izbiri, pri čemer bo velik poudarek na učenju sodelovanja, komunikacije in reševanja izzivov.

Finančni viri: Študentje bodo proučili delovanje finančnih institucij, ki vladajo tehnološkimi startupom, ter raziskali mehanizme izbire projektov in ocenjevanja uspešnosti. Razumevanje finančnih virov bo ključno za učinkovito upravljanje in razvoj tehnološkega podjetja.

learning to tailor presentations to the target audience and utilizing various techniques to attract attention and highlight key aspects.

Teamwork: Organizing into entrepreneurial teams will provide students with practical experience in a collaborative environment. Together, they will prepare everything necessary for launching a technological solution of their choice, with a significant emphasis on learning collaboration, communication, and problem-solving.

Financial Resources: Students will examine the operations of financial institutions governing technological startups and explore mechanisms for project selection and performance evaluation. Understanding financial resources will be crucial for efficient management and development of a technological company.

Temeljni literatura in viri / Readings:

1. Eric Ries (2011): *The Lean Startup*, Crown Business.
2. Peter Thiel (2014): *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business.
3. Steve Blank and Bob Dorf (2012): *The Startup Owner's Manual*, K&S Ranch.
4. Alistair Croll and Benjamin Yoskovitz (2013): *Lean Analytics: Use Data to Build a Better Startup Faster*, O'Reilly Media.
5. Ben Horowitz (2014): *The Hard Thing About Hard Things*, HarperBusiness.

Cilji in kompetence:

Objectives and competences:

Splošne kompetence:

- poznavanje in razumevanje družbenih procesov ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic
- razvoj (samo)kritične presoje
- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo reševanja teoretičnih ali empiričnih problemov
- sposobnost interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami

Predmetno specifične kompetence:

- Študent izkazuje razumevanje podjetniške poti, saj ne le prepozna ključne faze od zamisli do uresničitve, ampak tudi sistematično analizira potencialne ovire ter priložnosti, ki se pojavijo med tem procesom.
- Njegova sposobnost evalvacije podjetniških idej se kaže v kritičnem razmišljanju, kjer z natančnostjo prepozna ključne dejavnike uspeha in zna učinkovito oceniti tveganja ter izzive, s katerimi se lahko sooči poslovna zamisel.
- Študent izkazuje sposobnost uspešnega upravljanja tehnološkega podjetja z vsestranskim znanjem, ki sega od tehničnih aspektov do trženjskih strategij, kar mu omogoča celovito navigacijo skozi kompleksnost sodobnega poslovnega okolja.
- Njegovo razumevanje planiranja poslovanja se kaže v zmožnosti

General competences:

- familiarity with and understanding of social processes and competence for their analysis, synthesis and prediction of solutions as well as consequences thereof
- development of (self)critical judgement
- development of skills for the usage of knowledge in the social sciences with the help aid of solving theoretical or empirical problems
- ability for an interdisciplinary approach, shown as an understanding of general structure of social sciences and interconnections between its individual scientific disciplines and sub disciplines

Couse specific competences:

- The student demonstrates a high understanding of the entrepreneurial journey, not only recognizing key phases from conception to realization but also systematically analyzing potential obstacles and opportunities that may arise during this process.
- Their ability to evaluate entrepreneurial ideas is reflected in exceptional critical thinking, where they accurately identify key success factors and effectively assess risks and challenges associated with a business concept.
- The student exhibits the capability of successfully managing a technological company with versatile knowledge spanning from technical aspects to marketing strategies, enabling comprehensive navigation through the complexity of the modern business environment.
- Their understanding of business planning is evident in the ability to formulate a long-term vision and short-term goals, creating thoughtful

<p>oblikovanja dolgoročne vizije in kratkoročnih ciljev, pri čemer ustvarja premišljene poslovne načrte za doseg uspeha v dinamičnem podjetniškem okolju.</p> <ul style="list-style-type: none"> • Študent izstopa pri izdelavi prepričljivih prezentacij in njihovi učinkoviti izvedbi, kar mu omogoča uspešno komuniciranje in trženje podjetniških idej na jasn, privlačen in informativen način. • Njegova sposobnost vodenja tima pod časovnim pritiskom poudarja zmožnost učinkovitega usklajevanja sodelavcev, delegiranja nalog ter doseganja ciljev v zahtevnih časovnih okvirih. • Študentovo razumevanje in izbira ustreznih finančnih virov dodatno krepi njegovo sposobnost finančnega načrtovanja in upravljanja sredstev, s čimer zagotavlja dolgoročno vzdržnost podjetniških projektov. 	<p>business plans to achieve success in a dynamic entrepreneurial landscape</p> <ul style="list-style-type: none"> • The student excels in crafting persuasive presentations and their effective delivery, enabling successful communication and marketing of entrepreneurial ideas in a clear, attractive, and informative manner. • Their ability to lead a team under time pressure highlights the skill of effectively coordinating team members, delegating tasks, and achieving goals within demanding time frames. • The student's understanding and selection of appropriate financial sources further enhance their ability in financial planning and resource management, ensuring the long-term sustainability of entrepreneurial projects.
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Predvideni študijski rezultati:

<ul style="list-style-type: none"> • študent spozna posebnosti zagona tehnoloških podjetij • razume vrednotenje podjetniške ideje in njen vpliv na uspeh poslovanja • prepozna pomembnost učinkovitosti izvajanja poslovnih procesov, njihovo prilagajanje in prioritizacijo • zna načrtovati poslovanja in vgraditi potrebne varovalke za prilaganje poslovanja sprembam • je sposoben jasno predstaviti svoje podjetje ali izdelke deležnikom na razumljiv in učinkovit način
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Intended learning outcomes:

<ul style="list-style-type: none"> • The student will become familiar with the specifics of launching technological companies. • They will comprehend the evaluation of entrepreneurial ideas and their impact on business success. • The student will recognize the importance of efficiently implementing business processes, adapting them, and prioritizing tasks. • They will be able to plan business operations and incorporate necessary safeguards for adapting to changes in business.
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- razume pomembnost in značilnosti dela v podjetniškem timu
- razume načine financiranja in razume procese pridobivanja virov za poslovanje podjetja

- The student will possess the ability to clearly present their business or products to stakeholders in a understandable and effective manner.
- They will understand the importance and characteristics of working in an entrepreneurial team.
- The student will grasp funding methods and understand the processes of acquiring resources for company operations.

Metode poučevanja in učenja:

Learning and teaching methods:

- *Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);*
- *Vaje, kjer študentje na primerih ponovijo temeljne koncepte, predstavljene na predavanjih;*

- *Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);*
- *Tutorials, where students will recall, reinforce, and shed light on the concepts and methods introduced at lectures;*

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

<p>Način ocenjevanja (skupinski za tim 2-4 študentov)</p> <ul style="list-style-type: none"> • pisni izdelek (podjetniška prezentacija) • zagovor prezentacije 	<p>50% 50%</p>	<p>Assessment Method (Group for Team 2-4 Students)</p> <ul style="list-style-type: none"> • Written Product (Entrepreneurial Presentation) • Presentation Defense
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Reference nosilca / Lecturer's references:

1. ČEŠNOVAR Rok, ŠPETIČ Aleš. Brežični sistem za spremljanje življenjskega in delovnega okolja v realnem času. Elektrotehniški vestnik, 2015.
2. ŠPETIČ Aleš, Gennick Jonathan. Transact-SQL Cookbook. Sebastopol, CA: O'Reilly & Associates, 2002.