

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** ePodjetništvo  
**Course title:** eEntrepreneurship

| Študijski program in stopnja<br>Study programme and level                                   | Študijska smer<br>Study field | Letnik<br>Academic year | Semester<br>Semester |
|---------------------------------------------------------------------------------------------|-------------------------------|-------------------------|----------------------|
| Računalništvo in spletne tehnologije, visokošolski strokovni študijski program prve stopnje | -                             | Tretji                  | Peti                 |
| Computer Science and Web Technologies, first cycle Professional Study Programme             | -                             | Third                   | Fifth                |

**Vrsta predmeta / Course type**

Obvezni / Obligatory

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

2-RST-VS-ePo-2026-09-29

| Predavanja<br>Lectures | Seminar<br>Seminar | Vaje<br>Tutorial | Klinične vaje<br>work | Druge oblike študija | Samost. delo<br>Individ. work | ECTS |
|------------------------|--------------------|------------------|-----------------------|----------------------|-------------------------------|------|
| 30                     | -                  | 45               | -                     | -                    | 105                           | 6    |

**Nosilec predmeta / Lecturer:** dr. Magda Lužar, pred.

**Jeziki / Languages:**

**Predavanja / Lectures:** slovenski / Slovenian, angleški / English

**Vaje / Tutorial:** slovenski / Slovenian, angleški / English

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

Študent/študentka mora pred pristopom k izpitu: izdelati poslovni načrt s kratkim zagovorom in aktivno sodelovati pri predavanjih in vajah s sprotnim preverjanjem znanja.

**Prerequisites:**

Before taking the exam, the student must: create a business plan with a brief presentation and actively participate in lectures and exercises with real-time knowledge assessments.

**Vsebina:**

**Content (Syllabus outline):**

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| <ul style="list-style-type: none"> <li>• Pojmi: podjetništvo, e-podjetništvo, e-poslovanje, e-podjem, digitalno podjetništvo ter teoretične osnove in razvoj podjetništva;</li> <li>• E-podjetnik: posameznik, tim, mreža, temeljne značilnosti in lastnosti;</li> <li>• Poslovna priložnost: od ideje do podjetniške zamisli, prepoznavanje priložnosti, viri idej, razvijanje in evalvacija idej, inovacija, invencija vizija;</li> <li>• Poslovni proces: odločitev za podjem, iskanje primernih sredstev, zagotavljanje ustreznih virov (kadri, intelektualni kapital, tehnologija, denar), implementacija (ustanovitev ali nakup podjetja, nastop in pozicioniranje na trgu, trženjska strategija, ustvarjanje blagovne znamke, izbira primerne oblike podjetništva), opredelitev modela organizacije, izbira stila vodenja, definiranje kodeksa poslovne morale, razvoj e-poslovnih modelov in digitalnih marketinških strategij;</li> <li>• Poslovni načrt: – priprava na podlagi lastne ideje z uporabo preprostih digitalnih orodij: (tehnike porajanja idej, zaznavanje priložnosti, razvijanje poslovnega modela, analiza izvedljivosti, analiza panoge, analiza trga, razvoj digitalne marketinške strategije, izdelava finančne projekcije,...);</li> <li>• Upravljanje razvoja: proces vključuje vse aktivnosti, od prepoznavanja tržne potrebe do vzpostavitve primerne organizacije (novega posla oz. novega podjetja) za njeno uresničitev in njenega nadaljnjega razvoja z namenom zviševanja nove (dodane) vrednosti, dobro ime, kaj z dobičkom in kam z izgubo;</li> <li>• Socialno podjetništvo kot posebna oblika podjetništva: obetavna priložnost za zmanjševanje brezposelnosti v EU in pri nas;</li> <li>• Odgovorno in trajnostno e-podjetništvo (varstvo podatkov, etika, dostopnost, umetna inteligenca, digitalna vključenost, družbeni vplivi, neuspeh, izstop,...).</li> </ul> | <ul style="list-style-type: none"> <li>• Concepts: entrepreneurship, e-entrepreneurship, e-business, e-enterprise, digital entrepreneurship, and theoretical foundations and development of entrepreneurship;</li> <li>• E-entrepreneur: individual, team, network, basic features and characteristics;</li> <li>• Business opportunity: from an idea to a business concept, identification of business opportunities, sources of ideas, development and evaluation of ideas, innovation, invention of vision;</li> <li>• Business process: the decision to venture, finding the right resources, the provision of adequate resources (human resources, intellectual capital, technology, money), implementation (creating or buying a business, performance and market positioning, marketing strategy, brand creation, selection of appropriate forms of entrepreneurship), definition of organization model, the choice of style of management, defining the code of business morals, development of e-business models and digital marketing strategies;</li> <li>• Business plan: preparation based on one's own idea using simple digital tools: idea generation techniques, opportunity recognition, business model development, feasibility analysis, industry analysis, market analysis, development of a digital marketing strategy, creation of financial projections, etc.;</li> <li>• Management development: process includes all activities, from the identification of market needs to establish an appropriate organization (or a new venture or new company) for its realization and its further development with a view to raising new (added) value, goodwill, profit, etc.;</li> <li>• Social entrepreneurship as a specific form of entrepreneurship: a promising opportunity for reducing unemployment in the EU and in Slovenia;</li> <li>• Responsible and sustainable e-entrepreneurship (data protection, ethics, accessibility, artificial intelligence,</li> </ul> |
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|  | digital inclusion, social impacts, failure, exit,...). |
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### Temeljni literatura in viri / Readings:

- Močnik, D., & Širec, K. (2022). Podjetništvo. Maribor: UM, Ekonomska-poslovna fakulteta.e-knjiga: <http://ipmmp.um.si/wp-content/uploads/2022/04/EPF-Podjetnistvo-Mocnik-Sirec.pdf>
- Antončič, B. (Ed.). (2022). Podjetništvo: glavni dejavnik razvoja. Ekonomska fakulteta. <http://www.ef.uni-lj.si/zaloznistvoslike/499/Podjetni%C5%A1tvo.pdf>
- Kollmann, T. (2007). What is e-entrepreneurship? Fundamentals of company founding in the net economy. In Handbook of research on techno-entrepreneurship. Edward Elgar Publishing. <https://doi.org/10.4337/9781847205551.00020>
- Kollmann, T., & Jung, P. B. (2022). What is Digital Entrepreneurship? Fundamentals of company founding in the Digital Economy. In Handbook of Digital Entrepreneurship (pp. 27-48). Edward Elgar Publishing. <https://doi.org/10.4337/9781800373631.00008>
- Rebernik, M., Tominc, P., Bradač Hojnik, B., Crnogaj, K., Rus, M., Širec, K. (2022). Vzdržljivost podjetniške aktivnosti: GEM Slovenija 2021. Univerza v Mariboru, Univerzitetna založba. [https://www.um.si/wp-content/uploads/2022/05/GEM\\_2022\\_web.pdf](https://www.um.si/wp-content/uploads/2022/05/GEM_2022_web.pdf)
- Širec, K. Tominc, P, Bradač Hojnik, B., Rus, M., Crnogaj, K. (2023). Dve desetletji dinamike podjetniškega razvoja: GEM Slovenija 2022. Univerza v Mariboru, Univerzitetna založba. [https://www.epf.um.si/fileadmin/user\\_upload/GEM\\_2022-monografija.pdf](https://www.epf.um.si/fileadmin/user_upload/GEM_2022-monografija.pdf)
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- Burns, P. (2016) *Entrepreneurship and Small Business* (4<sup>th</sup> ed.). Houndmills and New York: Palgrave - MacMillan.
- Širec, K., Crnogaj, K., Bradač Hojnik, B., Tominc, P., & Rus, M. (2025). Podjetništvo ob preboju digitalizacije in umetne inteligence: GEM Slovenija 2024 (1. izd.). Univerza v Mariboru, Univerzitetna založba. <https://press.um.si/index.php/ump/catalog/book/972>
- Širec, K., Tominc, P., Bradač Hojnik, B., Rus, M., & Crnogaj, K. (2026). Podjetništvo med potencialom in razvojnimi ambicijami: GEM Slovenija 2025 (Let. 2025). Univerzitetna založba Univerze v Mariboru. <https://doi.org/10.18690/um.epf.4.2026>
- GEM (Global Entrepreneurship Monitor) (2026). Global Entrepreneurship Monitor 2025/2026 Global Report: From Uncertainty to Opportunity. London: GEM. file:///D:/ekonomika/GEM-Global-report-2025-26.pdf

**Cilji in kompetence:**

**Objectives and competences:**

*Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:*

*Splošne kompetence:*

- Poznavanje spletnih poslovnih modelov.
- Razvoj kritične in samokritične presoje.
- Sposobnost fleksibilne uporabe znanja v praksi.
- Poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu.
- Sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v ustreznem kontekstu.

*Predmetno-specifične kompetence:*

- organizacijske in vodstvene spretnosti za organiziranje aktivnega in samostojnega dela
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje
- razumevanje podjetništva in podjetja kot dela ekonomskega, pravnega in družbenega sistema
- sodobni sistemi podjetništva omogočajo spoznavanje različnih konceptov podjetniškega delovanja kot so inovativno podjetništvo, družinsko podjetništvo ter razumevanje podjetniškega in razvojnega ciklusa podjetja
- poznavanje osnov financ, ki omogoča načrtovanje in izdelavo projekcij za obvladovanje poslovnih sprememb, razvoj sposobnosti na osnovi analize predvidevanja situacij v prihodnosti, razumevanje pomena finančne in poslovne rasti, plačilne discipline, terjatev in obveznosti ter pridobivanja praktičnih izkušenj iz gospodarsko podjetniškega okolja

*The instructional unit contributes to the development of the following general and subject-specific competences:*

*General competences:*

- Knowledge of online business models.
- Development of critical and self-critical judgement.
- Ability to flexibly use knowledge in practice.
- Knowing the importance of quality and striving for the quality of professional work through autonomy, self-initiative, (self) criticism, (self) reflexivity and (self) evaluation in professional work.
- The ability to acquire, select, evaluate and place new information and the ability to interpret it in the appropriate context

*Subject-specific competences:*

- organizational and leadership skills for the purposes of organizing active, individual work processes
- understanding relations among individuals, organizations and social environment, ability to observe and operate from a point of view of a system
- understanding entrepreneurship and the concept of a company as parts of a legal, economic and social system.
- contemporary entrepreneurship systems enable familiarization with different business concepts such as innovative entrepreneurship, family business, and understanding the development cycle of an company
- finance basics enable planning and compiling of projections for coping with changes in business, as well as allow the development of the ability to foresee future situations on the basis forecast analysis. Knowledge of the meaning of financial and business growth, payment discipline, claims and obligations. Students acquire practical experience relating to the economic and business environments

**Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/študentka:*

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz podjetništva;
- obvlada pojmovno-kategorialni aparat, relevantne znanstvene teorije, temeljna znanja in veščine ter paradigmatične primere dobrih praks na polju sodobnega podjetništva,
- reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih metod;
- pridobi vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje;
- izdela poslovni načrt, na osnovi svoje ideje in pri tem uporabi preprosta in brezplačna digitalna orodja s spleta
- usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja;
- izvede študijo primera in primerjalno študijo primera;
- reflektira in kritično ovrednoti primernost določene metode za analizo in rešitev konkretnega problema v vsakdanji poslovni praksi.

**Intended learning outcomes:**

Knowledge and understanding:

*The student:*

- in relation to other courses knows and understands the relevant chapters of entrepreneurship;
- mastered the conceptual-categorical apparatus of the relevant scientific theory, basic knowledge and skills as well as paradigmatic examples of good practice in the field of modern entrepreneurship,
- reflects on and critically evaluate the professionalism and ethics of the methods used;
- gain an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- develop a business plan based on their own idea and use simple and free digital tools from the web,
- trained for the implementation of business conduct in the style of a good businessman;
- carry out a case study and comparative case study;
- reflects on and critically evaluate the appropriateness of a specific method for the analysis and solution of a concrete problem in everyday business practice.

**Metode poučevanja in učenja:**

- razlaga, diskusija, vprašanja, primeri, reševanje problemov
- študijski primer poslovnega načrta, refleksija pridobljenega znanja, študiji primera, metode kritičnega mišljenja, timsko delo, diskusija

**Learning and teaching methods:**

- explanation, discussion, questions, examples, problem-solving
- business plan case study, reflection on knowledge gained, case studies, critical thinking methods, teamwork, discussion

**Načini ocenjevanja:****Weight (in %)****Assessment:**

|                                                                                                                                                                                 |                |                                                                                                                                                                                          |
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| <ul style="list-style-type: none"> <li>• pisni izpit</li> <li>• poslovni načrt</li> <li>• aktivno sodelovanje pri predavanjih in vajah s sprotim preverjanjem znanja</li> </ul> | 50<br>40<br>10 | <ul style="list-style-type: none"> <li>• written exam</li> <li>• business plan</li> <li>• active participation in lectures and exercises with real-time checking of knowledge</li> </ul> |
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**Reference nosilca / Lecturer's references:**

- LUŽAR, Magda, GORENC ZORAN, Annmarie, MARKIČ, Mirko, BUKOVEC, Boris. Intergenerational differences and knowledge transfer among slovenian engineers. Organizacija : revija za management, informatiko in kadre. [Tiskana izd.]. 2023, vol. 56, iss. 1, str. 66-79, ilustr. ISSN 1318-5454. <https://organizacija.fov.um.si/index.php/organizacija/article/view/907/1739>, <http://www.dlib.si/details/URN:NBN:SI:doc-46MCX23V>. [COBISS.SI-ID 144850947], [SNIP]
- MOLEK, Nadia, MARKIČ, Mirko, JANEŽIČ, Dušan, LUŽAR, Magda, BRCAR, Franc. Leadership styles and generational differences in manufacturing and service organizations. Organizacija : revija za management, informatiko in kadre, ISSN 1318-5454. [Tiskana izd.], 2023, vol. 56, iss. 3, str. 221-232, ilustr. <https://organizacija.fov.um.si/index.php/organizacija/article/view/976/1782>. [COBISS.SI-ID 162376195], [SNIP]
- LUŽAR, Magda, GORENC ZORAN, Annmarie. Trust and knowledge sharing of employees in organizations. Revija za univerzalno odličnost: RUO. sep. 2020, letn. 9, št. 3, str. 211-224. ISSN 2232-5204. [https://www.fos-unm.si/media/pdf/RUO/2020-9-3/RUO\\_189\\_Luzar\\_Gorenc.pdf](https://www.fos-unm.si/media/pdf/RUO/2020-9-3/RUO_189_Luzar_Gorenc.pdf). [COBISS.SI-ID 31924739]
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- LUŽAR, Magda, GORENC ZORAN, Annmarie. Medgeneracijska izmenjava znanja med inženirji v proizvodnih organizacijah. Novo mesto: Fakulteta za organizacijske študije, 2024. 290 str., ilustr. ISBN 978-961-7233-02-5. [COBISS.SI-ID 213953795]