

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Pridobivanje sredstev  
**Course title:** Fundraising

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Kibernetska varnost, magistrski študijski program druge stopnje	-	Prvi	Drugi
The second cycle masters study programme Cyber Security	-	First	Second

**Vrsta predmeta / Course type**

Izbirni / Elective

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

5-KV-MAG-IP-PS-2021-12-14

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	30	-	-	100	5

**Nosilec predmeta / Lecturer:**

red. prof. dr. Borut Rončević, doc. dr. Alenka Pandiloska Jurak

**Jeziki / Languages:**

**Predavanja / Lectures:** Slovenski, angleški / Slovene, English

**Vaje / Tutorial:** Slovenski, angleški / Slovene, English

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

Pogoj za vključitev v delo je absolvirano znanje predmeta Pravo informacijske varnosti.

**Prerequisites:**

The condition for inclusion in the work is the acquired knowledge of the subject Information Security Law.

**Vsebina:**

- Pomen pridobivanja sredstev.
- Družbeno utemeljevanje pridobivanja sredstev.
- Pregled programov in skladov, ki razpisujejo sredstva za RR projekte: lokalni, nacionalni, transnacionalni, EU.
- Pregled skladov, ki ponujajo zagonske spodbude, semenski kapital, mikrokredite in druge posebne spodbude
- Pomen množičnega investiranja in investorjev in vpliv na poslovanje
- Pregled strategij in operativnih planov povezanih s pridobivanjem sredstev.
- Vloge pri pridobivanju sredstev: posamezniki, podjetja, fundacije, neprofitne organizacije, država ...
- Proces pridobivanja sredstev: oblikovanje skupnosti zainteresiranih financierjev, vzpostavljanje stikov s financierji, načrt pridobivanja sredstev.
- Navezava ciljev projekta na cilje razpisa za financiranje oz. programa ter morebitnih horizontalnih prioritet.
- Oblikovanja projektnega konzorcija in priprava konzorcijskega sporazuma.
- Vodenje projekta pridobivanja sredstev (načrtovanje aktivnosti, virov itd., izvajanje projekta, zaključevanje, poprojektne aktivnosti)

**Content (Syllabus outline):**

- The importance of fundraising.
- Social justification of fundraising.
- Overview of programs and funds for R&D projects: local, national, transnational, EU.
- Overview of funds offering start-up incentives, seed capital, microcredit and other specific incentives
- Meaning of Crowdfunding and investors for business
- Review of strategies and operational plans related to fundraising.
- Roles in obtaining funds: individuals, companies, foundations, non-profit organizations, the state ...
- The process of fundraising: creating a community of interested financiers, establishing contacts with financier, fundraising plan.
- Linking project objectives to financier objectives and possible horizontal priorities.
- Building project consortium and preparation of consortium agreement.
- Fundraising project management (planning of activities, resources, etc., project implementation, finalization, post-project activities)

**Temeljni literatura in viri / Readings:**

- O'Neal-Mcelrath, Tori, Lynn Carter and Lynn Jenking English (2019): Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals. New Jersey: John Wiley & Sons.
- Bray, Ilona (2016): Effective Fundraising for Nonprofits: Real-World Strategies That Work. 5th Edition. Berkeley, CA: Nolo.
- Sargeant, A., Elaine, J. (2014): Fundraising Management : Analysis, Planning and Practice. New York, London: Routledge.
- Russel M. (2014): Fundraising Ideas: Plan and run events to raise money for good causes. London: Robinson.

Vsako leto bomo določili seznam dodatnih aktualnih virov in gradiv. / Every year we will determine the list of additional references and materials.

**Cilji in kompetence:****Objectives and competences:**

*Učna enota prispeva k razvoju naslednjih **splošnih kompetenc:***

- Poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.

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

- Sposobnost pregleda možnosti pridobivanje sredstev.
- Razumevanje temeljnih dokumentov skladov in finančnih spodbud.
- Sposobnost širšega pregleda nad delovanjem podjetja/organizacije in prepoznavanje možnosti vključevanja pridobivanja sredstev v njegovo/njeno strategijo.
- Razumevanje potreb organizacije in projektnih idej z določili in usmeritvami financerja.
- Sposobnost prepoznavanje relevantnih partnerjev in povezovanje le-teh v konzorcij.
- Sposobnost vodenja pridobivanja sredstev in njegove izvedbe.

*The instructional unit contributes to the development of the following **general competences:***

- Knowledge of the importance of quality and striving for the quality of professional work through autonomy, self-initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.

*The instructional unit contributes to the development of the following **subject-specific competencies:***

- Ability to review fundraising opportunities.
- Understanding of core funding documents and financial incentives.
- Ability to have a broader overview of the operation of the company / organization and to identify the possibilities of including fundraising in his / her strategy.
- Understanding the needs of the organization and project ideas with the provisions and guidelines of the financier.
- Ability to identify relevant partners and connect them into a consortium.
- Ability to manage project fundraising and its' implementation.

### **Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/študentka:*

- pozna in razume možnosti in omejitve pri pridobivanju sredstev
- pozna in razume pravila za pridobivanje sredstev in zna oceniti načelne možnosti določenega razvojno-raziskovalnega projekta
- pozna in razume temeljne dokumente, ki opredeljujejo možnosti pridobivanja sredstev
- zna organizirati delo drugih partnerjev, ki sodelujejo pri pripravi
- zna pripraviti opis projekta na tak način, da ga evalvator lahko dobro oceni

### **Intended learning outcomes:**

Knowledge and understanding:

The student:

- knows and understands reasonable possibilities and limitations in fundraising
- knows and understands the rules for getting grants and is able to assess the possibility that a particular research and development project will be funded
- is able to organize the work of other partners involved in the preparation of the project
- is able to prepare a project description in such a way that it is positively assessed by the evaluator

<ul style="list-style-type: none"> <li>• zna zastaviti administrativno-finančno vodenje projekta</li> </ul>
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<ul style="list-style-type: none"> <li>• can organize the administrative and financial management of the project</li> </ul>
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**Metode poučevanja in učenja:**

<ul style="list-style-type: none"> <li>• predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)</li> <li>• seminarske vaje (projektno delo, timsko delo, diskusija, sporočanje povratne informacij)</li> <li>• individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)</li> </ul>
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**Learning and teaching methods:**

<ul style="list-style-type: none"> <li>• <i>lectures</i> with active students' involvement (explanation, discussion, questions, examples, problem solving)</li> <li>• <i>seminar practice</i> (project work, team work, teamwork, discussions, feedback messaging)</li> <li>• individual and group <i>consultations</i> (discussion, additional explanation, dealing with specific questions)</li> </ul>
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Delež (v %) /  
Weight (in %)

**Načini ocenjevanja:**

**Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> <li>• empirična seminarska naloga z zagovorom</li> </ul>	<p>100</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none"> <li>• Empirical seminar paper with defence</li> </ul>
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**Reference nosilca / Lecturer's references:**

<ul style="list-style-type: none"> <li>• MAKAROVIČ, Matej, ŠUŠTERŠIČ, Janez, RONČEVIĆ, Borut. Is Europe 2020 Set to Fail? The cultural political economy of the EU grand strategies. <i>European planning studies</i>, 2014, vol. 22, iss. 3, pp. 610-626.</li> <li>• RONČEVIĆ, Borut, ŠUŠTERŠIČ, Janez, WOSTNER, Peter, BESEDNJAK VALIČ, Tamara. Quo vadis Slovenia? Between framework conditions and internal capabilities. <i>Managing global transitions</i>, 2010, vol. 8, no. 4, pp. 353-380</li> <li>• RONČEVIĆ, Borut. What is lubricating technological innovation networks? Qualitative comparative study of Denmark and Slovenia. V: RUDAS, Imre J. (ed.). <i>Proceedings of the 5th International Conference on Communication and Management in Technological Innovation and Academic Globalization (COMATIA '15)</i>, 2015, pp. 98-104.</li> <li>• RONČEVIĆ, Borut. Regional development agencies and changing social fields: Towards a sociology of regional systems of innovation. V: BELLINI, Nicola, DANSON, Mike, HALKIER, Henrik (eds.) <i>Regional development agencies: The next generation? Networking, knowledge and regional policies</i>, London; New York: Routledge, 2012, pp. 87-101.</li> <li>• ADAM, Frane, HAFNER, Ana, PODMENIK, Dane, PODMENIK, Darka, LAMUT, Urša, RONČEVIĆ, Borut, VOJVODIČ, Ana. <i>Inovativna jedra v regionalnem razvoju</i>. Ljubljana: Vega, 2010.</li> <li>• PANDILOSKA JURAK, Alenka. 2020. The importance of high-tech companies for EU economy : overview and the EU grand strategies perspective. <i>Research in social change</i>, 12 (3): 32-52</li> </ul>
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- PANDILOSKA JURAK, Alenka. 2019. Public policy instrument evaluation in service of enabling grand strategy discourse : case of Horizon 2020 key indicators. Research in social change. (11) 2, .pg 97-121
- PANDILOSKA JURAK, Alenka, PINTERIČ, Uroš. 2012. Assessment of municipalities' performances in Slovenia. Transylvanian review of administrative sciences. (35), pg 121-137,
- PANDILOSKA JURAK, Alenka. State : homogenous or heterogenous actor in policy networks. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). Contemporary world between freedom and security. Ljubljana: Vega. 2010, str. 364-375