

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Pridobivanje sredstev
<b>Course title:</b>	Fundraising

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna informatika, magistrski študijski program druge stopnje	-	Prvi ali drugi	Drugi ali tretji
The second cycle masters study programme Business informatics	-	First or second	Second or third

**Vrsta predmeta / Course type**

Izbirni / Elective

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

4-PI-MAG-IP-PS-2022-05-27

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 Ekonomika za poslovne informatike.

**Prerequisites:**

The condition for inclusion in the work is the acquired knowledge of the subject Economics for Business Informatics.

**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 investitorjev in vpliv na poslovanje

**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.

- 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 financerjev, vzpostavljanje stikov s financerji, 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)

- 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.
- Russelm 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:

*Učna enota prispeva k razvoju naslednjih splošnih kompetenc:*

- Sposobnost interpretacije poslovnih podatkov in priprave poročil na njihovi osnovi.
- Sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost njihove interpretacije za reševanje poslovnih problemov.
- Usposobljenost za poslovno komuniciranje, skupinsko delo in uporabo informacijskih tehnologij v ta namen.
- Sposobnost fleksibilne uporabe znanja v praksi.
- Prizadevanje za kakovost strokovnega dela skozi avtonomnost,

### Objectives and competences:

*The instructional unit contributes to the development of the following*

#### **general competences:**

- The ability to interpret business data and prepare reports based on them.
- The ability to obtain, select, evaluate and embed the new information, as well as to interpret them to solve business problems
- Competences in business communication, teamwork and use of information technology for this purpose.
- The ability of flexible usage of knowledge in practice.
- Striving for the quality of professional work through autonomy, self-initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.

samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.

- Kritično razmišljanje o omejitvah poslovnih podatkov in njihovi etični uporabi.

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

- Sposobnost pregleda možnosti pridobivanja sredstev.
- Splošen pregled nad temeljnimi dokumenti skladov in finančnimi spodbudami.
- Sposobnost širšega pregleda nad delovanjem podjetja/organizacije in prepoznavanje možnosti vključevanja pridobivanja sredstev v njegovo/njeno strategijo.
- Analiza potreb organizacije in projektnih idej z določili in usmeritvami financerja.
- Sposobnost prepoznavanja relevantnih partnerjev in povezovanje le-teh v konzorcij.
- Sposobnost vodenja pridobivanja sredstev in njegove izvedbe.

- Critical thinking about limitations of business data and their ethical usage.

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

- Ability to review fundraising opportunities.
- General overview 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.
- Analysis of 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:**

Študenti bodo zmožni:

- analizirati možnosti in omejitve pri pridobivanju sredstev
- upoštevati pravila za pridobivanje sredstev in oceniti načelne možnosti določenega razvojno-raziskovalnega projekta
- identificirati temeljne dokumente, ki opredeljujejo možnosti pridobivanja sredstev
- organizirati delo drugih partnerjev, ki sodelujejo pri pripravi
- pripraviti opis projekta na tak način, da ga evalvator lahko dobro oceni
- zastaviti administrativno-finančno vodenje projekta

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

- Students will be able to: analyze reasonable possibilities and limitations in fundraising
- consider the rules for getting grants and is able to assess the possibility that a particular research and development project will be funded
- identify and understand the basic documents that define the possibilities of obtaining funds
- organize the work of other partners involved in the preparation of the project
- prepare a project description in such a way that it is positively assessed by the evaluator
- organize the administrative and financial management of the project

**Metode poučevanja in učenja:**

**Learning and teaching methods:**

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

**Načini ocenjevanja:**

Weight (in %)

**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>• MAKAROVIC, Matej, ŠUŠTERŠIČ, Janez, RONČEVIČ, 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>• RONČEVIČ, 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>• RONČEVIČ, 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>• RONČEVIČ, 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, RONČEVIČ, 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> <li>• PANDILOSKA JURAK, Alenka. 2019. Public policy instrument evaluation in service of enabling grand strategy discourse : case of Horizon 2020 key indicators. <i>Research in social change</i>. (11) 2, .pg 97-121</li> <li>• PANDILOSKA JURAK, Alenka, PINTERIČ, Uroš. 2012. Assessment of municipalities' performances in Slovenia. <i>Transylvanian review of administrative sciences</i>. (35), pg 121-137,</li> <li>• PANDILOSKA JURAK, Alenka. State : homogenous or heterogenous actor in policy networks. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). <i>Contemporary world between freedom and security</i>. Ljubljana: Vega. 2010, str. 364-375</li> </ul>
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