

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	ePodjetništvo
Course title:	eEntrepreneurship

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, visokošolski strokovni študijski program prve stopnje	-	Tretji	Peti
Informatics in Contemporary Society, first cycle Professional Study Programme	-	Third	Fifth

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

1-ISD-VS-ePo-2020-05-14

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

Nosilec predmeta / Lecturer: prof. dr. Dejan Jelovac

Jeziki / Languages:

Predavanja / Lectures: Slovenski / Slovenian, Angleški / English

Vaje / Tutorial: Slovenski / Slovenian, Angleški / English

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

Pogoj za vključitev v delo je vpis 3. letnik študija.

Študent/študentka mora pred pristopom k izpitu opraviti študije primera in predstaviti poslovno marketinški načrt.

Prerequisites:

The enrollment into the 3rd year of study is the condition for inclusion into academic work processes.

The student must prepare case studies and present a business marketing plan prior to attending the exam.

Vsebina:

- Pojem e-podjetništva: pojmovno-kategorialni aparat, različni teoretski pristopi, razvoj podjetništva od klasičnega do sodobnega, mesto in vloga podjetništva v globalnem gospodarstvu;
- Podjetnik: posameznik, tim, mreža, temeljne značilnosti in lastnosti (poreklo, izobrazba, svetovni nazor, vrednote in vrline, sposobnosti in spretnosti, starost, življenjske in poslovne izkušnje, motivacija);
- Poslovna priložnost: od ideje do podjetniške zamisli, prepoznavanje priložnosti, viri idej, razvijanje in evalvacija idej, inovacija, invencija vizije;
- 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;
- Poslovni načrt: uporaba in izvajanje, menedžment sprememb, menedžment tveganja, makroekonomski, pravni, finančni, politični, ... dejavniki zunanjega okolja in notranji dejavniki (osebne lastnosti podjetnika, filozofski, sociološki, psihološki, organizacijski vplivi oz. vidiki);
- Upravljanje z razvojem: 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;
- Socialno podjetništvo kot posebna oblika podjetništva: obetavna priložnost za zmanjševanje brezposelnosti v EU in pri nas;

Content (Syllabus outline):

- The concept of eEntrepreneurship: conceptual-categorical apparatus, various theoretical approaches, development of entrepreneurship from classical period to contemporary, the place and role of entrepreneurship in the global economy;
- Entrepreneur: individual, team, network, basic features and characteristics (origin, education, worldview, values and virtues, skills and abilities, age, life and business experience, motivation);
- Business opportunity: from idea to business plans, identification of business opportunities, sources of ideas, development and evaluation of ideas, innovation, invention of vision;
- 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;
- Business plan: use and implementation, change management, risk management, macroeconomic, legal, financial, political, ... factors of the external environment and internal factors (personal characteristics of the entrepreneur, philosophical, sociological, psychological, or organizational impacts or aspects);
- 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.;
- Social entrepreneurship as a specific form of entrepreneurship: a promising

Družbena odgovornost podjetništva: izzivi in zanke 21. stoletja.

opportunity for reducing unemployment in the EU and in Slovenia;

- Corporate social responsibility of entrepreneurship: challenges and threats in 21st century.

Temeljni literatura in viri / Readings:

- Antončič, B., Hisrich, R., Petrin, T. & Vahčič, A. (2002). *Podjetništvo*. Ljubljana: GV Založba.
- Burns, P. (2016) *Entrepreneurship and Small Business* (4th ed.). Houndmills and New York: Palgrave - MacMillan.
- Barringer, B. & Ireland, D. (2015). *Entrepreneurship – Successfully Launching New Ventures*. Upper Saddle River: Pearson Prentice Hall.
- Blackwell, E. (2011). *How to Prepare a Business Plan*. London: Kogan Page.
- Rickman, C. (2012). *The Digital Business Start-Up Workbook: The Ultimate Step-by-Step Guide to Succeeding Online from Start-up to Exit*. Kindle edition.
- Cassar, R. (2006). *Kako pripraviti poslovni načrt*. Ljubljana: JAPTI.

Cilji in kompetence:

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

- sposobnost fleksibilne in aplikativne uporabe teoretičnega znanja
- organizacijske in vodstvene spretnosti za organiziranje aktivnega in samostojnega dela
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo)
- prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- razvoj (samo)kritične presoje
- poznavanje in razumevanje družbenih procesov ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja

Objectives and competences:

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

- ability to flexibly apply knowledge in practice
- managerial and leadership skills for organizing active and autonomous work
- the ability to recognise and take advantage of the opportunities, arising in work and social environment (and shown as the entrepreneurial spirit and active citizenship)
- striving to achieve quality of professional work through autonomy, (self) criticism, (self) reflexivity and (self) evaluation in professional work
- development of (self)critical judgement
- familiarity with and understanding of social processes and competence for their analysis, synthesis and prediction of solutions as well as consequences thereof
- the ability to acquire, select, evaluate and place new information and the ability to interpret within the context of social sciences

- usposobljenost za načrtovanje organizacijskih in informacijskih sprememb v organizaciji, ki so potrebne pri uvajanju informacijsko komunikacijske tehnologije ter kakovostni uporabi le-te,
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje
- poznavanje in razumevanje temeljnih družboslovnih disciplin in sicer s področja sociologije, politologije, komunikologije, ekonomije in menedžmenta, družboslovne informatike, družboslovne statistike in metodologije
- sposobnost interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami
- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo reševanja teoretičnih ali empiričnih problemov
- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov
- organizacijske in vodstvene spretnosti ter uporaba v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov za obvladovanje profesionalno-etičnih vprašanj
- razumevanje in uporaba teoretičnih osnov analitičnega in svetovalnega dela (prenos znanja do uporabnika)

- competence for planning of organisational and information changes in an institution, which are required in the introduction of information communication technology and a quality use thereof,
- understanding of relations between individuals, institutions and the social environment, the ability to perceive and function at a complex, systemic level
- knowledge and understanding of basic social sciences, specifically, sociology, political science, communication science, economy and management, social informatics, law, social science statistics and methodology
- 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
- development of abilities and skills for the use of knowledge in the field of social sciences with the aid of solving theoretic or empirical problems
- competence for solving actual social and work problems with the use of social scientific methods and procedures
- managerial and leadership skills and their use in institutions, while understanding individual values and group value systems for the management of professional – ethical questions
- understanding and use of theoretical bases of analytical and counselling work (transfer of knowledge to user)

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;
- izdelava poslovni načrt,
- 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;
- independently produce a business plan,
- 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:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- seminarske vaje (refleksija pridobljenega znanja, projektno, poslovni načrti, študiji primera, metode kritičnega mišljenja, timsko delo, diskusija)
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)

Learning and teaching methods:

- lectures with active student participation (explanations, discussions, questions, examples, problem solving)
- seminar practice (reflection on the acquired knowledge, project work, business plans, case studies, critical thinking methods, team work, discussions)
- individual and group consultations (discussion, additional explanation, dealing with specific questions)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt): <ul style="list-style-type: none"> • pisni izpit • poslovni načrt • domača naloga in njen zagovor na vajah 	55 35 10	Type (examination, oral, coursework, project): <ul style="list-style-type: none"> • written exam • business plan • home work and its defence at seminar

Reference nosilca / Lecturer's references:

- ROJKO, Katarina, JELOVAC, Dejan (2018) Human role in factories of the future. V: *Zbornik radova*. Prva mednarodna naučna konferencija o digitalnoj ekonomiji DIEC 2018, Visoka škola "Internacionalna poslovno-informaciona akademija" Tuzla, Tuzla: Off-set d.o.o., str. 165-178.
- JELOVAC, DEJAN, RIHTARŠIČ, TANJA (2014) Social Entrepreneurship and Fair Trade. *Innovative Issues and Approaches in Social Sciences*, 7 (1), pp. 82-98.
- KRALJ, ANITA, JELOVAC, DEJAN, MATE, VASILIJ (2013) Organizational Values and Moral Virtues of Entrepreneur: An Empirical Study of Slovenian Entrepreneurs. *Innovative issues and approaches in social sciences*, 6 (2), pp. 109-138.
- BRGLEZ, ROBI, JELOVAC, DEJAN, MIKLAVC, JAN, JELEN, TOMAŽ, BESEDNJAK, ANEJA (2012) Empirična študija odnosa dijakov zaključnih letnikov srednjih šol na Goriškem do podjetništva. *Raziskave in razprave*, 5 (3), str. 3-50.
- JELOVAC, DEJAN (2012) The Impact of Corporate Social Responsibility in the Context of Small and Medium Enterprise. *Innovative Issues and Approaches in Social Sciences*, 5 (2), str. 21-35.
- MAŠKE, MATJAŽ in JELOVAC, DEJAN (2011) Voditelj v fokusu leadershipa. *Interdisciplinarna raziskovalna priloga*, 8, str. 3-12.
- JELOVAC, DEJAN, WAL, ZEGER VAN DER in JELOVAC, ANA (2011) Business and Government Ethics in the New and Old EU: An Empirical Account of Public-Private Value Congruence in Slovenia and the Netherlands. *Journal of Business Ethics*, 103 (1), str. 127-141.