

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
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-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 v 3. letnik študija.

Prerequisites:

Enrolment into the third year of the study.

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,

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

<p>življenjske in poslovne izkušnje, motivacija);</p> <ul style="list-style-type: none"> • 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 nadaljnega 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; • Družbena odgovornost podjetništva: izzivi in zanke 21. stoletja. 	<p>and virtues, skills and abilities, age, life and business experience, motivation);</p> <ul style="list-style-type: none"> • 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 opportunity for reducing unemployment in the EU and in Slovenia; • Corporate social responsibility of entrepreneurship: challenges and threats in 21st century.
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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:

Splošne kompetence:

- poznavanje in razumevanje podjetniških procesov, ki jih je mogoče informacijsko podpreti z uporabo spletnih tehnologij, ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic
- sposobnost fleksibilne uporabe teoretičnega znanja v podjetniški praksi
- razvoj kritične in samokritične presoje
- sposobnost za reševanje konkretnih tehničnih in analitičnih ali družbenih in delovnih problemov z uporabo ustreznih metod in postopkov
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v ustreznem kontekstu
- razvoj veščin in spretnosti pri uporabi pridobljenega znanja s pomočjo reševanja podjetniških problemov
- poznavanje in razumevanje podjetniških procesov ter sposobnost za njihovo analizo, sintezo in reševanje njihovih posledic

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
- poznavanje in razumevanje delovanja podjetništva v omenjenih sistemih

Objectives and competences:

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

General competences:

- familiarity with and understanding of entrepreneurial processes allowing information-aided use of web technologies, and the ability to analyse and synthesize them as well as predict solutions and their consequences
- ability to use the acquired theoretical knowledge in entrepreneurial practice in a flexible manner
- development of critical and self-critical judgement
- ability to solve technical and analytical or social and work-related problems using appropriate methods and procedures
- ability to find, select, evaluate and position the new information as well as appropriate, context-aware interpretation
- development of skills and abilities by using the obtained knowledge for entrepreneurial problem solving
- knowledge and understanding of entrepreneurial processes together with the ability of their analysis, synthesis and solutions of their consequences

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.
- familiarity with and understanding of entrepreneurship operating within the mentioned systems

- sodobni sistemi podjetništva omogočajo spoznavanje različnih konceptov podjetniškega delovanja kot so inovativno podjetništvo, družinsko podjetništvo ter razumevanje podjetniškega in razvojnega ciklusa it – podjetja
- poznavanje in razumevanje teoretičnih in praktičnih primerov pri pravnem razvoju odprto kodnega in zaprto kodnega sistema
- razumevanje insolventnih postopkov, osebnih stečajev, postopkov e-izvršb
- razvoj veščin in spretnosti pri uporabi teoretičnega znanja na področju izterjave, terjatev, neplačnikov in reševanje empiričnih problemov
- poznavanje pomena bonitetne ocene in BASEL II ter BASEL III standardov omogoča komuniciranje s strokovnjaki iz različnih področjih gospodarskega in podjetniškega življenja
- 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

- contemporary entrepreneurship systems enable familiarization with different business concepts such as innovative entrepreneurship, family business, and understanding the development cycle of an IT company
- familiarity with and understanding of theoretical and practical examples relating to legal development of open code and closed code systems
- understanding insolvency proceedings, civil bankruptcy, e-Execution proceedings
- development of skills related to the use of theoretical knowledge in the fields of collection of debt, claims, non-payers and solving empirical problems
- familiarity with the meaning of a credit assessment and BASEL II and BASEL III standards, which enables communication with experts in different fields of the economic and entrepreneurial sectors
- 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,

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;

<p>mesto in pomen za uspešno sodobno poslovanje;</p> <ul style="list-style-type: none"> • izdelava poslovnih načrtov, • 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. 	<ul style="list-style-type: none"> • 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.
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov) • <i>seminarske vaje</i> (refleksija pridobljenega znanja, projektno delo, poslovni načrt, študiji primera, metode kritičnega mišljenja, timsko delo, diskusija) • individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>lectures</i> with active student participation (explanations, discussions, questions, examples, problem solving) • <i>seminar practice</i> (reflection on the acquired knowledge, project work, business plan, case studies, critical thinking methods, teamwork, discussions) • individual and group <i>consultations</i> (discussion, additional explanation, dealing with specific questions)

Delež (v %) /

Weight (in %) /

Načini ocenjevanja:

Assessment:

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

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • ROJKO, Katarina, JELOVAC, Dejan (2018) Human role in factories of the future. V: <i>Zbornik radova</i>. 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. <i>Innovative Issues and Approaches in Social Sciences</i>, 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. <i>Innovative issues and approaches in social sciences</i>, 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. <i>Raziskave in razprave</i>, 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.