

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Organizacije in ekonomika  
Organizations and Economics

<b>Študijski program in stopnja</b> Study programme and level	<b>Študijska smer</b> Study field	<b>Letnik</b> Academic year	<b>Semester</b> Semester
Socialni menedžment (VS) / Social management (BA)	Program nima smeri / Program has a single course	Drugi / Second	Četrty / Fourth
Prva stopnja / First level			

**Vrsta predmeta / Course type**

Obvezni / Obligatory

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

OE / OE

<b>Predavanja</b> Lectures	<b>Seminar</b> Seminar	<b>Vaje</b> Tutorial	<b>Klinične vaje</b> work	<b>Druge oblike</b> študija	<b>Samost. delo</b> Individ. work	<b>ECTS</b>
20	0	30	0	0	100	5

**Nosilec predmeta / Lecturer:**

doc. dr. Predrag Ljubotina / Assist. Prof. Predrag Ljubotina,  
Ph.D.

**Jeziki /**  
**Languages:**

**Predavanja /**  
**Lectures:** Slovensko / Slovenian, Angleško / English  
**Vaje / Tutorial:** Slovensko / Slovenian, Angleško / English

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

Pogoj za vključitev v delo je vpis v 2. letnik študija.

**Prerequisites:**

The precondition is the entry in the second year of the study.

**Vsebina:**

- Temeljni koncepti ekonomike podjetja
- Podjetje - osnovna celica tržnega gospodarstva
- Ustanovljanje, razvoj in poslovni procesi v podjetjih
- Temeljne organizacijske oblike podjetij
- Podjetje in njegovo tržno okolje
- Teorija firme
- Povpraševanje in ponudba
- Analiza produkcijskih faktorjev
- Teorija proizvodnje
- Teorija stroškov
- Analize stroškov
- Amortizacija
- Kalkulacije
- Prodajne cene
- Ocena periodičnih poslovnih rezultatov podjetja
- Bilanca stanja, izkaz poslovnega izida, analiza denarnega toka
- Točka preloma
- Učinkovitost in uspešnost podjetja
- Analiziranje različnih tržnih struktur
- Analiza panoge in analiza konkurence
- Strategije doseganja konkurenčne prednosti
- Upravljanje z riziki
- Odločitve o investicijah, investicijski programi

**Content (Syllabus outline):**

- Fundamental concepts of business economics
- Enterprise – basic cell of market economy
- Establishing, development and business processes in the enterprise
- Fundamental organisation structures of enterprises
- Enterprise and market environment
- Theory of the firm
- Demand and supply
- Analysis of production factors
- Theory of production
- Theory of costs
- Analysis of costs
- Amortization
- Calculations
- Pricing
- Estimating periodic business result of an enterprise
- Balance sheet, profit and loss account, analysis of cash flow
- Breakeven analysis
- Effectiveness and efficiency of an enterprise
- Analysis of different market structures
- Analysis of industries and analysis of competition
- Strategies of reaching competitive advantages
- Risk management
- Investment decisions, feasibility studies

**Temeljni literatura in viri / Readings:**

Rebernik, Miroslav in Karin Širec (2017): *Ekonomika podjetja (5. izdaja)*. Ljubljana: Gospodarski vestnik.

Rebernik, Miroslav (2008): *Ekonomika podjetja*. Ljubljana: Gospodarski vestnik.

Turk, Ivan (2006): *Uvod v poslovno ekonomiko*. Ljubljana: Slovenski inštitut za revizijo.

### **Cilji in kompetence:**

#### Pridobitev splošnih kompetenc:

- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- razumevanje ekonomskih vidikov za delovanje neprofitnega sektorja;
- sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa v neprofitni organizaciji;
- razvoj kritične in samokritične presoje;
- sposobnost fleksibilne uporabe znanja v praksi.

#### Pridobitev predmetno-specifičnih kompetenc:

- poznavanje in razumevanje utemeljitev in zgodovine razvoja temeljnih družboslovnih disciplin (stroke) in sicer s področja sociologije, političnih ved, komunikologije, ekonomije in menedžmenta, družboslovne informatike, pravožnanstva, družboslovne statistike in kvalitativnih metod;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, ter njegova uporaba v praksi;
- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic.

### **Objectives and competences:**

#### Acquisition of general competences:

- the ability to identify and take advantage of the opportunities offered in the work and social environment (manifesting as entrepreneurial spirit and active citizenship);
- understanding of economic aspects for the functioning of the non-profit sector;
- ability to lead, coordinate and plan a business process in a nonprofit organization;
- the development of critical and self-critical assessment;
- the ability of flexible use of knowledge in practice.

#### Acquisition of course-specific competences:

- knowledge and understanding of the rationale and history of the development of basic social sciences (professions) in the fields of sociology, political science, communication science, economics and management, social science informatics, jurisprudence, social science statistics and qualitative methods;
- ability to integrate coherently mastered basic knowledge and put it into practice;
- communication with experts in various fields of economic and social life and with different stakeholders;
- understanding of relationships between individuals, organizations and the social environment, ability to complex systematic understanding and functioning;
- knowledge and understanding of processes in an organization's business environment and ability to analyze, synthesize and anticipate solutions and their consequences.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

- tržnega gospodarstva;
- ustanavljanja, razvoja in poslovnih procesov v podjetjih;
- temeljnih organizacijskih oblik podjetij;
- gospodarjenja v podjetjih;
- teorij, analiz stroškov in določanja prodajnih cen;
- analize panoge in analize konkurence;
- odločitvah o investicijah in investicijskih programih, vključujoč mednarodni aspekt.

**Intended learning outcomes:**

Knowledge and understanding:

- market economy;
- establishing, development and business processes in the enterprise;
- fundamental organisation structures of enterprises;
- making business in companies;
- theory, analysis of costs and pricing;
- analysis of industries and analysis of competition;
- investment decisions and feasibility studies, including international aspect.

**Metode poučevanja in učenja:**

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- Vaje na seminarski način (refleksija prebranih besedil in lastnih izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre)
- Vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera)
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- Metode kritičnega branja in pisanja, evalvacija, samoocenjevanje)
- Individualno delo študentov (študij literature); individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
- Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija)

**Learning and teaching methods:**

- Lectures with the active participation of students (presentation, discussion, questions, problems, problem solving)
- Seminars (reflections of the read texts and own experience, team work, methods of critical thinking, discussions, reporting feedback information, social games)
- Seminars based on experience based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study)
- Use of online classroom or other contemporary ICT tools
- Methods of critical reading and writing, evaluation, self- evaluation)
- Individual work (study of the literature); Individual and/or groups consultations (discussion, additional explanation, dealing with specific issues)
- A possibility of portfolio formation and independent study (motivating, guiding, self- observing, self-tuning, reflection)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> <li>• Ustni ali pisni izpit</li> <li>• Seminarska naloga</li> </ul> Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	70% 30 %	Types: <ul style="list-style-type: none"> <li>• Written or oral exam</li> <li>• Seminar work</li> </ul> Grading is in accordance with the Faculty's evaluation Ordinance.

#### Reference nosilca / Lecturer's references:

- LJUBOTINA, Predrag, GOMEZELJ OMERZEL, Doris, VADNJAL, Jaka. Succeeding a family business in a transition economy: following business goals or do it in my own way?. *Serbian Journal of Management*, ISSN 1452-4864, 2018, vol. 13, no. 1, str. 29-46.
- LJUBOTINA, Predrag, VADNJAL, Jaka. Succeeding a family business in a transition economy: is this the best that can happen to me? *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2017, vol. 46, no. 8, str. 1366-1385.
- VADNJAL, Jaka, LJUBOTINA, Predrag. Professional trilemma of students with family business experience. *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2016, vol. 45, no. 3, str. 446-460.
- KOCIPER, Tina, LJUBOTINA, Predrag, VADNJAL, Jaka. Entrepreneurial characteristics and aspirations influencing career choice in tourism family businesses. *Academica turistica: tourism & innovation journal*, ISSN 1855-3303. [Tiskana izd.], nov. 2014, vol. 7, no. 2, str. 193-201, 210, tabele.
- LJUBOTINA, Predrag, BOJNEC, Štefan, VADNJAL, Jaka. Macroeconomic factors formng family business heir's career choice intention. *Acta Oeconomica*, Sprejeto v objavo 7.1.2019.
- LJUBOTINA, Predrag, VADNJAL, Jaka. Family Business Succession: Does Experience Gained in FamilyFirm Really Count?. *Management*, 2018, vol. 13, no. 4, str. 301-322.
- LJUBOTINA, Predrag. The influence of entrepreneurial skills, education and risk perception on career choice intent: The case of European students with family business background. *Research in Social Change*. Sprejeto v objavo 19.6.2019.
- VADNJAL, Jaka, LJUBOTINA, Predrag. Karierne možnosti naslednikov družinskih podjetij. *Economic and business review*, ISSN 1580-0466. [Tiskana izd.], 2019, letn. 21, pos. št., str. 253-261. [http://ojs.ebrjournal.net/ojs/index.php/ebr/article/view/738/pdf\\_142](http://ojs.ebrjournal.net/ojs/index.php/ebr/article/view/738/pdf_142).
- LJUBOTINA, Predrag, VADNJAL, Jaka, TURK, Dunja. Kako vzgojiti več mladih podjetnikov: karierni načrti študentov. *Weekend: redna priloga časnika Finance*, 20.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Kdo bo prevzel družinska podjetja?. *Weekend*: redna priloga časnika Finance, 27.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Career choice intentions of students with family business background. V: ANTONČIČ, Boštjan (ur.). *Conference proceedings, Advances in Business - Related Scientific Research Conference - ABSRC 2014*, Venice, Italy, March 26-28, 2014. Piran: Gea College - Faculty of Entrepreneurship. 2014, str. 1-11.

LJUBOTINA, Predrag. Family Business heir's trilemma: Transition vs market economies. V: *3rd International Scientific Conference on Business and Economics (ISCBE): From Transition to Development: Emerging Challenges and Perspectives*, held in Skopje, Macedonia, 13-15 June 2019.

LJUBOTINA, Predrag. Family Business heir's career choice in european countries. V: *May Conference on Strategic Management (IMCSM19)*, held in Bor, Serbia, 24-26 May 2019.

VADNJAL, Jaka, LJUBOTINA, Predrag. To be or not to be in a family business: the case of eight countries in South-Eastern European region. V: DANA, Léo-Paul (ur.), RAMADANI, Veland (ur.). *Family businesses in transition economies: management, succession and internationalization*. Heidelberg [etc.]: Springer. cop. 2015, str. 99-111.

VADNJAL, Jaka, LJUBOTINA, Predrag. Dileme naslednikov družinskih podjetij v Sloveniji in drugje. V: SEDMAK, Gorazd (ur.), et al. *Spodbujanje ruralnega turizma = Poticanje ruralnog turizma*. Koper: Založba Univerze na Primorskem; u Rijeci: Fakultet za menedžment u turizmu i ugostiteljstvu, Sveučilište. 2015, str. 69-77.