

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Uvod v socialno podjetništvo
<b>Course title:</b>	Introduction into Social Entrepreneurship

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

**Vrsta predmeta / Course type** Izbirni / Elective

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

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	40	0	0	120	6

**Nosilec predmeta / Lecturer:** prof. dr. Dejan Jelovac / Prof. Dejan Jelovac, Ph.D.

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	Slovenski / Slovenian, Angleški / English
<b>Vaje / Tutorial:</b>	Slovenski / Slovenian, Angleški / English

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

**Prerequisites:**

Študent/študentka mora pred pristopom k izpitu izdelati obveznosti vaj.

Student must successfully submit seminar assignment before examination.

### Vsebina:

- Uvod v problemsko področje socialnega podjetništva
- Definiranje pojava socialnega podjetništva
- Podobnosti in razlike med socialnim in poslovnim podjetjem (socialna vs. klasična ekonomija; neprofitni tj. tretji sektor vs. zasebni)
- Socialni podjetje kot nova paradigma miselnosti, ki združuje »družbena« in »ekonomska« merila poslovanja
- Vpliv zunanjih dejavnikov družbenih trendov t. i. PEST (politika-pravo, ekonomija, socio-kultura, tehnologija) na socialni podjetjem
- Vpliv notranjih dejavnikov socialnega podjetja (osebne lastnosti socialnega podjetnika kot so ustvarjalnost, predhodne izkušnje, kognitivni dejavniki in njegova družbena mreža, organizacijska kultura njegovega podjetja, družbena struktura podjetja, finančne omejitve, kakovost kadrov, nasprotujoče si potrebe deležnikov, ipd.)
- Socialni in intelektualni kapital podjetja kot temelj in okvir socialnega podjetja
- Posebnosti upravljanja in vodenja socialnega podjetja
- Vpliv socialnega podjetništva na družbene spremembe in trajnostni razvoj (npr. zmanjševanje brezposelnosti ranljivih skupin prebivalstva, priložnost za prostovoljstvo in filantropija, ipd).
- Družbena odgovornost socialnega podjetništva: izzivi in zanke 21. stoletja
- Zaključna razprava: kritična refleksija o možnosti uspešne implementacije socialnega podjetja v vsakdanji poslovni praksi in družbenem okolju

### Content (Syllabus outline):

- Introduction into the field of social entrepreneurship
- Defining the phenomenon of social entrepreneurship
- Similarities and differences between social and business entrepreneurship (social vs. classical economy; non-profit i.e. Third sector vs. private sector)
- The social venture as a new mind-set paradigm that combines "social" and "economic" performance criteria
- The impact of social trends external factors such as so-called PEST (Policy-law, economics, socio-culture, technology) to a social enterprise
- The impact of internal factors of a social enterprise (personal characteristics of the social entrepreneur as creativity, prior experience, cognitive factors, and its social network, organizational culture of his company, the social structure, financial constraints, the quality of human resources, conflicting needs of stakeholders, etc.
- Social and intellectual capital of the enterprise as the foundation and framework of the social entrepreneurial venture
- Specifics of the leadership and management of social enterprise;
- The impact of social entrepreneurship on social changes and sustainable development (eg. reducing the level of unemployment of vulnerable groups, the opportunity for volunteering and philanthropy, etc.)
- Corporate social responsibility of social entrepreneurship: challenges and threats in 21st century
- Concluding debate: a critical reflection on the possibility of successful implementation of the social entrepreneurial venture in everyday business practice and social environment

### Temeljna literatura in viri / Readings:

Levenson Keohane, Georgia (2013): *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors*. New York: McGraw-Hill.

Scofield, Rupert (2011): *The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World*. New York: McGraw-Hill.

Bornstein, David, Davis, Susan (2010): *Social Entrepreneurship: What Everyone Needs to Know*. Oxford and New York: Oxford University Press.

Brooks, Arthur (2009): *Social Entrepreneurship: A Modern Approach to Social Value Creation*. Pearson Prentice Hall, Upper Saddle River.

Yunus, Muhammad (2011): *Bulding Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs*. New York: PublicAffairs.

Jelovac, Dejan, Rihtaršič, Tanja (2014): Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, vol. 7, no. 1, str. 82-98.

Jelovac, Dejan, Rihtaršič, Tanja (2013): A model of Slovenian ethical consumerism. *Raziskave in razprave*, vol. 6, no. 3, str. 115-146.

### 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;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu.

### 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);
- razumevanje ekonomskih vidikov za delovanje neprofitnega sektorja;
- ability to lead, coordinate and plan a business process in a nonprofit organization;
- ethical reflection and commitment to professional ethics in the social environment, respecting the principle of non-discrimination and multiculturalism;
- knowledge of the importance of quality and the pursuit of quality of professional work through autonomy, (self) criticality, (self) reflexivity and (self) evaluation in professional work.

**Pridobitev predmetno-specifičnih kompetenc:**

- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- sposobnost fleksibilne uporabe znanja v praksi;
- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju.

**Acquisition of course-specific competences:**

- ability to solve social and work problems using appropriate methods and procedures;
- ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice;
- ability to find, select, evaluate and position the new information as well as appropriate, context-aware interpretation;
- ability to use the acquired knowledge in practice in a flexible manner;
- sensitivity for people and social environment; the development of communication capabilities and skills especially in the international environment.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz socialnega podjetništva;
- obvlada pojmovno-kategorialni aparat, relevantne znanstvene teorije, temeljna znanja in veščine ter paradigmatične primere dobrih praks na polju socialnega podjetništva v domačem, evropskem in globalnem prostoru;
- 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;

**Intended learning outcomes:**

Knowledge and understanding:

The student:

- in relation to other courses, knows and understands the relevant chapters of social entrepreneurship;
- masters 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 social entrepreneurship in local, European and global environment;
- reflects on and critically evaluate the professionalism and ethics of the methods used;

- samostojno izdelava poslovnega načrta,
- usposobi se za praktično implementacijo poslovnega ravnanja v slogu dobrega gospodarja na področju socialne ekonomije;
- izvede študijo primera in primerjalno študijo primera;
- reflektira in kritično ovrednoti primernost določene metode za analizo in rešitev konkretnega problema v vsakdanji poslovni praksi socialnega podjetja.

- gains an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- independently produces a business plan;
- is trained for the practical implementation of business conduct in the style of a good businessman at the field of social economy;
- carries out a case study and comparative case study;
- reflects on and critically evaluates the appropriateness of a specific method for the analysis and solution of a concrete problem in everyday business practice of social enterprise.

#### **Metode poučevanja in učenja:**

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- Vaje, ki temeljijo na izkušnjaškem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje)
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
- Možnost oblikovanja portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija)

#### **Learning and teaching methods:**

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving)
- Seminars based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation)
- Use of online classroom or other contemporary ICT tools
- 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:
<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> <li>• Zagovor poslovnega načrta na vajah</li> <li>• Obveznosti vaj</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>35%</p> <p>15%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Written/Oral exam</li> <li>• Defence of the business plan in the seminars</li> <li>• Tutorial</li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

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

JELOVAC, Dejan, RIHTARŠIČ, Tanja. Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, 2014, vol. 7, no. 1, str. 82-98.

JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. *Raziskave in razprave*, 2013, vol. 6, no. 3, str. 115-146.

KRALJ, Anita, JELOVAC, Dejan, MATE, Vasilij. Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 2013, vol. 6, no. 2, str. 109-138.

JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, May 2012, vol. 5, no. 2, str. 21-35.

BRGLEZ, Robi, JELOVAC, Dejan, MIKLAVC, Jan, JELEN, Tomaž, BESEDNJAK, Aneja. An empirical study of the attitude of final year secondary school students in Goriška region toward entrepreneurship. *Raziskave in razprave*, 2012, vol. 5, no. 3, str. 3-50.

JELOVAC, Dejan, MAŠKE, Matjaž. An empirical study of transformational leadership in Slovenian entrepreneurship. *Innovative issues and approaches in social sciences*, 2012, vol. 5, no. 3, str. 65-82.

JELOVAC, Dejan, WAL, Zeger van der, JELOVAC, Ana. 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*, 2011, vol. 103, no. 1, str. 127-141.

BRGLEZ, Robi, JELOVAC, Dejan. Institucionalno varstvo starejših kot podjetniški izziv na primeru občine Slovenska Bistrica. *Raziskave in razprave*, 2011, letn. 4, št. 2, str. 3-44.

VADNJAL, Jaka, JELOVAC, Dejan, DAMJAN, Janez. Vpliv šole in okolja na odnos odraslih srednješolcev do podjetništva. *Andragoška spoznanja*, 2010, letn. 16, št. 1, str. 23-34.

JELOVAC, Dejan, JURIČAN, Dobran. Kodeks podjetniške kulture za skladen regionalni razvoj. V: NARED, Janez (ur.), et al. *Veliki razvojni projekti in skladni regionalni razvoj, (Regionalni razvoj, 1)*. Ljubljana: Založba ZRC, ZRC SAZU, 2007, str. 311-318.

JELOVAC, Dejan (2000): *Podjetniška kultura in etika*. VSŠP: Portorož.