

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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| Predmet: | Mednarodno poslovanje |
| Course title: | International Buisness |

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|-----------------------------------------------------------|-------------------------------|-------------------------|----------------------|
| Medkulturni menedžment, druga | Program nima smeri | Prvi | drugi |
| Intercultural Management, druga | The programme has no fields | First | second |

Vrsta predmeta / Course type Izbirni predmet A / Elective course A

Univerzitetna koda predmeta / University course code:

| Predavanja Lectures | Seminar Seminar | Vaje Tutorial | Klinične vaje work | Druge oblike študija | Samost. delo Individ. work | ECTS |
|------------------------|--------------------|------------------|-----------------------|-------------------------|----------------------------------|------|
| 20 | | 15 | 0 | 0 | 145 | 6 |

Nosilec predmeta / Lecturer: Doc. dr. Gorazd Justinek / Assist. prof. Gorazd Justinek

Jeziki / Languages:

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|-------------------------------|------------------------------------------|
| Predavanja / Lectures: | slovensko, angleško / Slovenian, English |
| Vaje / Tutorial: | slovensko, angleško / Slovenian, English |

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

Program je oblikovan za študente magistrskega študija s ustreznim predznanjem s področja managementa in marketinga.

Prerequisites:

This course is designed for postgraduate students with considerable background in marketing and management.

Vsebina:

Content (Syllabus outline):

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| <ul style="list-style-type: none"> • Dimenzije mednarodnega poslovanja • Vsebina managementa mednarodnega poslovanja • Sodobne značilnosti mednarodnega okolja • Sodobni koncept tržno usmerjenega poslovanja podjetja • Mednarodni marketing in sodobne spremembe v povezavi z njim • Internacionalizacija in globalizacija • Dejavniki mednarodne konkurenčnosti • Osnovna strateška vprašanja v mednarodnem poslovanju • Sestavine mednarodnega okolja • Izbiranje tujih trgov • Izbira načina vstopa na tuje trge • Mednarodni informacijski sistem in tržno raziskovanje • Posebnosti marketinškega spleta in marketinškega programa v mednarodnem poslovanju | <ul style="list-style-type: none"> • Dimensions of international business • Domestic market, international business and the EU • Globalisation and internationalisation • Differences between small and large companies in international business • Factors of competitiveness and international marketing • How to get the right information necessary for international business and a marketing information system • External and internal environment of international business • Elements of marketing mix for internationally oriented companies • International (global) strategic partnerships (alliances) • International business model • Methods of entering foreign markets • Processes and documentation in international trade • Organisation of international business |
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Temeljni literatura in viri / Readings:

Dubrovski, D. (2013): *Mednarodna ekonomija in poslovanje*. Celje: Mednarodna fakulteta za družbene in poslovne študije.

Buckley, P.J. in Ghauri, P.N., (2014): *International Business Strategy: Readings and Cases*. London: Routledge.

Cilji in kompetence:

- Poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize;
- uporaba metodoloških orodij, tj. izvajanje, koordiniranje in organiziranje raziskav, uporaba raznih raziskovalnih metod in tehnik;
- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskrupinosti in multikulturalnosti sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- Razvoj sposobnosti interdisciplinarnega mišljenja in sodelovanja;
- Sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- Spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij.

Objectives and competences:

- Knowledge and understanding of cultural and social processes and the ability for their complex analysis;
- The application of methodological tools, i.e. implementation, coordination and organization of the research, the application of different research methods and techniques;
- The ability to formulate original ideas, concepts and solutions for specific problems;
- The strategic orientation, i.e. the ability to anticipate events resulting from cultural dynamics, the ability to offer solutions to prevent their negative consequences;
- Ethical reflection and commitment to professional ethics in the social environment with respect for the principles of non-discrimination and multiculturalism;
- The ability to launch strategies or transform strategies into projects;
- Development of interdisciplinary thinking and cooperation skills;
- Ability to learn on the basis of relevant sources from different areas of theory and practice; Promoting the integration of advanced technologies for learning and studying the social and the business studies.

Predvideni študijski rezultati:

- spoznal osnovne značilnosti managementa mednarodnega poslovanja kot dela strateškega managementa;
- znanja s področja strateškega managementa na eni strani ter poslovanja in marketinga na drugi strani uporabil na področju celovitega managementa mednarodnega poslovanja v

Intended learning outcomes:

- gain the knowledge of basic characteristics of international business management as part of strategic management;
- use the knowledge of strategic management on one hand and of business and marketing on the other in the field of international business management in a company;

podjetju;

- seznanil se bo z osnovnimi strateškimi dilemami pri managementu mednarodnih poslov;
- razumel vsebino in pomen managementa mednarodnega poslovanja;
- proučil možnosti kombiniranja različnih ukrepov za izboljšanje učinkovitosti in uspešnosti poslovanja z ukrepom internacionalizacije poslovanja;
- spoznal pomen celovitega pogleda na poslovanje, katerega del je vidik mednarodnih poslov;
- proučil povezavo med prihodki na eni strani in stroški na drugi strani v podjetju v povezavi z mednarodnimi posli;
- znal uporabiti najprimernejši analitični pristop na vsakem posameznem področju mednarodnih poslov;
- spoznal povezavo med dogajanjem v okolju, sodobnim podjetjem in potrebo po postopnem ali radikalnem spreminjanju za doseg globalne konkurenčnosti, kamor bo umestil področje mednarodnega poslovanja.
- Spoznal pomen etike v mednarodnem poslovanju.

- understand the basic strategic dilemmas in international business management;
- understand the contents and meaning of international business management;
- study the possibilities of combining different measures for improving the efficiency and effectiveness of business with the measure of business internationalisation;
- understand the importance of a comprehensive overview of business, part of which are international business activities;
- examine the connection between turnover and costs in a company in relation to international business;
- be able to use the most appropriate analytical approach in every aspect of international businesses;
- understand the meaning of added value; understand the relationship between the external environment, a contemporary company and the need for gradual or radical changes in order to reach the state of global competitiveness, where the role of international business management will be defined.
- Business Ethics – International business.

Metode poučevanja in učenja:

Oblike dela:

- Frontalna oblika poučevanja
- Delo v manjših skupinah oz. v dvojicah
- Samostojno delo študentov
- e-učenje
- drugo (vpišite)

Learning and teaching methods:

Types of learning/teaching:

- Frontal teaching
- Work in smaller groups or pair work
- Independent students work
- e-learning
- other _____

Metode (načini) dela:

- Razlaga
- Razgovor/ diskusija/debata
- Delo z besedilom
- Proučevanje primera
- Igra vlog
- Druge vrste nastopov študentov
- Reševanje nalog
- Študijski obiski podjetij ipd.)
- Vključevanje gostov iz prakse
- Udeležba na okrogli mizi/na konferenci

Teaching methods:

- Explanation
- Conversation/discussion/debate
- Work with texts
- Case studies
- Role-play
- Different presentation
- Solving exercises
- Field work (e.g. company visits)
- Inviting guests from companies
- Attending round table and conference

Načini ocenjevanja:**Assessment:****Način (pisni izpit, ustno
izpraševanje, naloge, projekt)****Delež (v %) /
Weight (in %)****Type (examination, oral,
coursework, project)**

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| Sprotno ustno (aktivno sodelovanje pri kontaktnih urah) | | Oral verification and assessment of knowledge |
| Sprotno pisno preverjanje znanja (krajši pisni izdelki) | 20 | Written verification and assessment of knowledge (short written casework) |
| Daljši pisni izdelki (seminarska naloga, projektna naloga) | 20 | Longer written casework |
| Javni nastop ali predstavitev | | Presentations |
| Končni ustni izpit | | Final examination (oral) |
| Končni pisni izpit | 60 | Final examination (written) |
| Drugo (vpišite) | | Other: |

Reference nosilca / Lecture's references:

Gorazd Justinek je docent za področje mednarodnega poslovanja in poslovnih ved, nekdanji diplomat in ustanovni član Sektorja za gospodarsko diplomacijo na Ministrstvu za zunanje zadeve. Vrsto let je bil vodja sektorja za internacionalizacijo na Javni agenciji RS za podjetništvo in tuje investicije ter v času predsedovanja Slovenije EU opravljal delo svetovalca predsednika vlade za področje domačih ter mednarodnih ekonomskih odnosov. Po vstopu Slovenije v OECD je koordiniral delo predstavnikov Slovenije v delovnih telesih OECD. Je ustanovitelj in odgovorni urednik mednarodne znanstvene revije *International Journal of Diplomacy and Economy* (Ženeva), ustanovitelj ter član uredniške odbora mednarodne znanstvene revije *International Journal of Happiness and Development* (Kanada) ter član uredniškega odbora in odgovorni urednik posebne edicije mednarodne znanstvene revije *International Journal of Globalisation and Small Business* (Nemčija) in mednarodne znanstvene revije *Journal for International Business and Entrepreneurship*

Development (Australia).

Gorazd Justinek is assistant professor of International Business and business studies, former diplomat and a founding member of the Division for Economic Diplomacy at the Ministry of Foreign Affairs of the Republic of Slovenia. He has been for several years also the Head of the Division for Internationalisation at the Public Agency of the Republic of Slovenia for entrepreneurship and foreign direct Investments and during the Slovenia's EU Council Presidency also the domestic macroeconomic and foreign economic relations adviser to the Prime Minister of the Republic of Slovenia. After Slovenia's accession to the OECD, he became the coordinator of Slovenia's representatives in the institutional bodies of the OECD in Paris. He is the founder and Editor in Chief of *International Journal of Diplomacy and Economy* (Geneva), founder and member of the editorial board of *International Journal of Happiness and Development* (Canada) and editorial board member and *Editor in Chief of the Special Issue of International Journal of Globalisation and Small Business* (Germany) and *Journal for International Business and Entrepreneurship Development* (Australia).