

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Globalno trženje, odjemalci in partnerstva
Course title:	Global marketing, consumers, and partnership

Študijski program in stopnja <i>Study programme and level</i>	Študijska smer <i>Study field</i>	Letnik <i>Academic year</i>	Semester <i>Semester</i>
Menedžment kakovosti Podiplomski (druga)	Program nima smeri	1.	1.
Quality Management Graduate-Master (Second)	The program has no study fields	1	1

Vrsta predmeta / Course type:	Obvezni	Required
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Univerzitetna koda predmeta / University course code:	021005-02
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Predavanja <i>Lectures</i>	Seminar <i>Seminar</i>	Sem. vaje <i>Tutorial</i>	Lab. vaje <i>Laboratory work</i>	Teren. vaje <i>Field work</i>	Samost. delo <i>Individ. work</i>	ECTS
30	-	30	-	-	120	6

Nosilec predmeta / Lecturer:	izr. prof. dr. Robert Vodopivec	Robert Vodopivec, PhD Associate Professor
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Jeziki / Languages:	Predavanja / Lectures:	Vaje / Tutorial:
	Slovenski, angleški	Slovenski, angleški
	Slovenian, English	Slovenian, English

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

- Vpis v 1. letnik študija.
- Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati empirično seminarsko nalogo.

Prerequisites:

- Enrolment in the first year of study.
- The student must prepare and defend an empirical seminar paper as a prerequisite for the final exam.

Vsebina:

1. Sodobna strateška stvarnost – Globalizacija.
2. Opredelitev mednarodnega poslovanja in zunanje trgovine.
3. Osredotočenost na odjemalce.
4. Razvijanje partnerstev.
5. Strateške odločitve v zvezi z izborom trgov.
6. Posebnosti mednarodnega trženja.
7. Okolje EU in mednarodno poslovanje.
8. Pravila notranjega trga EU.
9. Pravne oblike podjetij in podjetniška politika, nastopanje na mednarodnem trgu.
10. Pravila, mednarodni sporazumi, regionalne povezave, strateške povezave in partnerstva, pomen WTO in GATT. Mednarodni sporazumi in povezave.
11. Institucionalizacija mednarodne trgovine in glavne

Content (Syllabus outline):

1. Contemporary strategic realities – Globalization.
2. Definition of international business and foreign trade.
3. Customer-focused.
4. Developing partnerships.
5. Strategic decisions concerning market selection.
6. Special features of international marketing.
7. EU environment and international business.
8. EU internal market rules.
9. Legal forms of business and business policy, performing in the international market.
10. Rules, international agreement, regional connections, strategic alliances and partnerships, the importance of WTO and GATT. International agreements and links.
11. Institutionalization of international trade and

institucije v Sloveniji.

12. Vpliv globalizacije-internacionalizacije poslovanja na razvoj podjetja.

13. Primeri dobrih praks.

14. Vidik globalnega trženja, osredotočenosti na odjemalce in partnerstva v modelih, standardih in metodah celovite kakovosti in poslovne odličnosti.

major institutions in Slovenia.

12. Impact of globalization, internationalization of business on company development.

13. Examples of good practice.

14. Aspects of global marketing, customer-focused and partnership models, standards and methods of total quality management and business excellence.

Temeljna literatura in viri / Readings

Obvezna literature / Required reading(s):

– Hollensen, S. (2011). *Global Marketing*. Harlow: Financial Times/Prentice Hall.

Dodatna – dopolnilna / Recommended reading(s):

- Bunc, M. (2007). *Globalni integrirani marketing: področje tržnega plasmaja*. Ljubljana: DZS.
- Zupančič, V., & Vodopivec, R. (2003). *Osnove trženja, Praktikum*. Piran: Visoka šola za podjetništvo.
- Zupančič, V., Vodopivec, R., & Krevel, I. (2003). *Osnove trženja*. Piran: Visoka šola za podjetništvo.
- Hrastelj, M., & Makovec Brenčič, T. (2003). *Mednarodno trženje*. Ljubljana: Gospodarski vestnik založba.
- Bobek, V. (2002). *Doktrine in instrumenti mednarodne menjave*. Maribor: Ekonomsko poslovna fakulteta.
- Hrastelj, T. (2001). *Mednarodno poslovanje v vrtincu novih priložnosti*. Ljubljana: Gospodarski vestnik.
- Tekoče spremljanje člankov in razprav s področja globalnega trženja.

Cilji in kompetence:

- Razumevanje in upoštevanje raznolikosti globalnega okolja pri organizaciji, izvajanju in nenehnem izboljševanju celovite kakovosti in poslovne odličnosti.
- Usposobljenost za prepoznavanje potreb po spremembah in uvajanju le teh.
- Koherentno obvladovanje temeljnega znanja, sposobnost povezovanja znanja z različnih področij na katerih temeljita kakovost in poslovna odličnost.
- Razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji
- Sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine.
- Poznavanje profesionalne etike, pravne zakonodaje, priznavanje in spoštovanje moralnih in etičnih načel in vrednot ter njihova uporaba pri delu.
- Internalizacija temeljnih gradnikov sodobne paradigme kakovosti in odličnosti.
- Sposobnost osredotočenja na potrebe trenutnih in potencialnih odjemalcev proizvodov in storitve z namenom povečevanja njihove zvestobe.
- Zmožnost razvijanja vzajemno koristnih odnosov s partnerji, temelječih na zaupanju, izmenjavi znanja in integraciji.
- Razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba pri reševanju problemov s področja kakovosti in poslovne odličnosti.
- Poglobljeno poznavanje in razumevanje organizacij in procesov v sodobnem poslovnem okolju.
- Obvladovanje izbranih pristopov, modelov in orodij na

Objectives and competences:

- Understanding and respecting the diversity of the global organizational environment, implementation and continuous improvement of overall quality and business excellence.
- Skills to identify needs for change and its application. Using methodological tools, i.e., implementation, coordination, and organization of research, using various research methods and techniques.
- Coherent management of fundamental skills, the ability to integrate knowledge from various fields that are based on quality and business excellence.
- The development of communication skills and abilities to communicate with different environments.
- Ability for teamwork, i.e., willingness to collaborate and cooperate, respecting the opinions of others and completing the designated task within the team and group.
- Knowledge of professional ethics, laws, recognition, and respect for moral and ethical values and principles to their application at work.
- Internalising the fundamental building blocks of contemporary paradigms of quality and excellence.
- Ability to focus on the needs of current and potential consumers, products, and services to increase loyalty.
- The capability to develop a mutually beneficial relationship with partners based on trust, knowledge sharing, and integration.
- Understanding and the application of critical analysis methods and development of theories and their applications in problem-solving in the area of quality and business excellence.

<p>področju kakovosti in poslovne odličnosti.</p> <ul style="list-style-type: none"> – Organizacijske in vodstvene spretnosti za usmerjanje dela v organizaciji. 	<ul style="list-style-type: none"> – In-depth knowledge and understanding of organizations and processes in the contemporary business environment. – The application of selected approaches, models and tools in the field of quality and business excellence. – Organizational and leadership skills to guide tasks and work in the organization.
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Predvideni študijski rezultati:

Intended learning outcomes:

<p>Študent/študentka:</p> <ul style="list-style-type: none"> – Pozna in razume pomen globalnega trženja, usmerjenosti v odjemalce in graditve partnerstev. – Pozna in razume vlogo trženja in osredotočenosti v pričakovanju odjemalcev v poslovnih odnosih. – Razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost in učinkovitost organizacije. – Pozna in uporablja pristope, modele in orodja organizacijske prakse s področja sodobnih teorij trženja. – Uporablja osnovna znanja in veščine s področja trženja. – Reflektira in kritično ovrednoti različne izkušnje iz področja globalnega trženja, usmerjenosti v odjemalce in graditve partnerstev. – Proaktivno in kritično spremlja in reflektira aktualno dogajanje na področju globalnega trženja, usmerjenosti v odjemalce in graditve partnerstev. – V povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih v organizaciji. – Pozna in razume umeščenost funkcije trženja v širše družbene, kulturne in vrednotne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno proaktiven odnos do sveta. 	<p>The student will:</p> <ul style="list-style-type: none"> – Know and understand the importance of global marketing, oriented toward consumers and partnership building. – Know and understand the role and focus of consumer expectations in business relations. – Understand the interaction among factors that affect the efficiency and effectiveness of an organization. – Know and use approaches, models, and tools of organizational practices from the field of contemporary theories of marketing. – Use basic knowledge and skills from the field of marketing. – Reflect and critically analyse various experiences from the field of global marketing, oriented towards consumers and partnership building. – Proactively and critically monitor and reflect on current developments in the field of global marketing, oriented toward consumers and partnership building. – In connection with other subjects, know, understand, and reflect complex professional and social tasks of employees in the organization. – Know and understands the position of marketing functions within the broader social, cultural, and value-laden context as well as with reflection of these contexts develop an intellectual proactive attitude towards the world.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> – Predavanja z aktivno udeležbo študentov (razlaga snovi, pogovori, vprašanja, primeri, reševanje problemov). – Seminarske vaje v povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, pogovori, sporočanje povratne informacije, socialne igre, ekskurzija). – Individualne in skupinske konzultacije (pogovori, dodatna razlaga, obravnava specifičnih vprašanj). – Animacija samostojnega študija in raziskovanja (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje). 	<ul style="list-style-type: none"> – Lectures with active student participation (discussions, talks, questioning, cases, problem-solving). – Seminar papers in connection to practice (reflections from experience, project work, teamwork, methods of critical thinking, talks, providing feedback, social games, excursions). – Individual and group consultations (discussions, additional explanations, discussing specific questions). – Facilitating independent study and research (motivating, directing, self-examination, self-regulation, reflection, and self-assessment).
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Načini ocenjevanja:	Delež / Weight (%)	Assesment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt)		<i>Type (examination, oral, coursework, project)</i>
– Pisni/ustni izpit	60%	– Written / Oral Exam
– Empirična seminarska naloga s poročili seminarskega dela ter predstavitev naloge	40%	– Empirical seminar paper with reports from seminar work and seminar paper presentation

Reference nosilca / Lecturer`s references:

<ul style="list-style-type: none"> – VODOPIVEC, Robert. Influence of political globalization and global crisis on traditional marketing management theory and practice : service sector in terms of changing environment. <i>Procedia - social and behavioral sciences</i>. [Online ed.], 2012, vol. 44, str. 330-340. http://www.sciencedirect.com/science/article/pii/S1877042812011573. [COBISS.SI-ID 1024484673] – VODOPIVEC, Robert. Global business environment and changing role of marketing management in supply chain. V: RADENKOVIĆ-JOCIĆ, Dragana (ur.). <i>Izazovi ekonomske nauke i prakse u procesu pridruživanja Europskoj uniji</i> : Niš, okrobar 2007. godine. Niš: Ekonomski fakultet, 2007, str. 421-431. [COBISS.SI-ID 28064813] – VODOPIVEC, Robert. Identifying macroenvironment forces and market segments in global business environment - case for vans and motor-homes. V: <i>Upravljenie razvitieta na organizaciite</i> : sbornik s dokladi ot naučna konferencija s međunarodno učastie, posvetena na 40-godišnjinata ot syzdavaneto na katedra "Stopansko upravljenje". Varna: "Nauka i iekonomika", 2007, str. 120-131. [COBISS.SI-ID 28673069] – VODOPIVEC, Robert. Global business; development of supply chain management in the North Adriatic region - the "NAPAN" project. <i>Ekon. teme</i>, 2005, letn. 43, št. 5, str. 101-112. [COBISS.SI-ID 512546679] – VODOPIVEC, Robert. The Napan project : globalisation and development of intermodal logistics in the North Adriatic region. <i>Financ. times (Lond. ed.)</i>, October/November 2002, str. 12-13, ilustr. [COBISS.SI-ID 24479493] – ZUPANČIČ, Vinko, VODOPIVEC, Robert. <i>Osnove trženja, Praktikum</i>. Piran: Visoka šola za podjetništvo, 2003. 75 str. ISBN 961-6347-45-4. [COBISS.SI-ID 125939456] – ZUPANČIČ, Vinko, VODOPIVEC, Robert, KREVL, Igor. <i>Osnove trženja</i>. Piran: Visoka šola za podjetništvo, 2003. 337 str., graf. prikazi. ISBN 961-6347-40-3. [COBISS.SI-ID 121040640] – ZANNE, Marina, VODOPIVEC, Robert. Marketing and advertising through internet in the Slovenian road transport companies. V: DAVID, Matej (ur.). <i>5. mednarodno znanstveno-strokovno posvetovanje o prometni znanosti</i>, 27-30 oktober 2001, Venezia-Patras-Venezia. <i>ICTS 2001 : zbornik referatov = proceedings</i>. Portorož: Fakulteta za pomorstvo in promet, 2002, str. 362-368. [COBISS.SI-ID 21057629]
