

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Globalizacija poslovanja
Course title:	Business globalization

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. / 2.	2. / 4.
Quality Management Graduate-Master (Second)	The program has no study fields	1 / 2	2 / 4

Vrsta predmeta / Course type:	Izbirni	Elective
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Univerzitetna koda predmeta / University course code:	021024-02
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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	-	20	-	-	100	5

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. Uvodne teoretične opredelitve globalnega poslovanja
2. Globalno okolje
3. Globalno ekonomsko okolje – mednarodne in regionalne institucije.
4. Okolje EU in mednarodno poslovanje.
5. Internacionalizacija mednarodne trgovine in glavne institucije v Sloveniji. WTO, IMF, EBRD, OZN, GATT. Mednarodni sporazumi in povezave (APEC, ASEAN, NAFTA, FTAA).
6. Mednarodna delitev dela in plačilna bilanca.
7. Poseganje posameznih držav na globalni trg.
8. Reguliranje mednarodnega poslovanja.
9. Nastajanje globalnega trga in internacionalizacija podjetij.
10. Posebnosti v mednarodnem poslovanju po

Content (Syllabus outline):

1. Introductory theoretical definitions of global business.
2. Global environment.
3. Global economic environment – international and regional institutions.
4. EU environment and international business.
5. Internationalization of international trade and major institutions in Slovenia. WTO, IMF, EBRD, UN, GATT. International agreements and links (APEC, ASEAN, NAFTA, FTAA).
6. International division of labour and balance of payments.
7. Individual countries entering the global market.
8. Regulation of international business.
9. Formation of the global market and internationalization of companies.

območjih in strateške odločitve v zvezi z izborom trgov.

11. Tveganja pri poslovanju na globalnem trgu.
12. Vpliv globalizacije-internacionalizacije poslovanja na razvoj podjetij.

10. Special features of international business by region and strategic decisions related to market selection.

11. Risks in global markets.
12. Influence of globalization – internationalization of business on company development.

Temeljna literatura in viri / Readings

Obvezna literature / Required reading(s):

- Czinkota, M., Ronkainen, I., & Moffett, M. (2012). *International Business* (8. izd.). Hoboken, New Jersey: John Wiley & Sons.

Dodatna – dopolnilna / Recommended reading(s):

- Bunc, M. (2007). *Globalni integrirani marketing: področje tržnega plasmaja*. Ljubljana: DZS.
- Vodopivec, R. (2011). Evolution of traditional trade calculus managerialism: after economic and political globalisation. V V. Žuborova (ur.), D. C. Iancu, (ur.), & U. Pinterič (ur.), *Social responsibility in 21st century*. Ljubljana: Vega.
- Hrastelj, M., & Makovec Brenčič, T. (2003). *Mednarodno trženje*. Ljubljana: Gospodarski vestnik založba.
- Bobek, V. (2002). *Doktrine in instrumenti mednarodne menjave*. Maribor: Ekonomsko poslovna fakulteta.
- 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.
- 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.

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

<ul style="list-style-type: none"> – Obvladovanje izbranih pristopov, modelov in orodij na področju kakovosti in poslovne odličnosti. – Organizacijske in vodstvene spretnosti za usmerjanje dela v organizaciji. 	<ul style="list-style-type: none"> and business excellence. – 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 globalizacije poslovanja. – Pozna in razume vlogo globalizacije poslovanja 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 globalizacije poslovanja. – Uporablja osnovna znanja in veščine s področja globalizacije poslovanja. – Reflektira in kritično ovrednoti različne izkušnje iz področja globalizacije poslovanja. – Proaktivno in kritično spremlja in reflektira aktualno dogajanje na področju globalizacije poslovanja. – V povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih v organizaciji v povezavi z globalizacijo poslovanja. – Pozna in razume umeščenost globalizacije poslovanja 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 business globalization. – Know and understand the role and focus of business globalization 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 business globalization. – Use basic knowledge and skills from the field of business globalization. – Reflect and critically analyse various experiences from the field of business globalization. – Proactively and critically monitor and reflect on current developments in the field of business globalization. – In connection with other subjects, know, understand, and reflect complex professional and social tasks of employees in an organization in connection to business globalization. – Know and understands the position of business globalization 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.

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, samournavanje, 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).

Načini ocenjevanja:	Delež / Weight (%)	Assesment:
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Način (pisni izpit, ustno izpraševanje, naloge, projekt)		Type (examination, oral, coursework, project)
– 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:

- VODOPIVEC, Robert. Evolution of traditional trade calculus managerialism : after economic and political globalisation. V: ŽUBOROVA, Viera (ur.), IANCU, Diana Camelia (ur.), PINTERIČ, Uroš (ur.). Social responsibility in 21st century. Ljubljana: Vega, 2011, str. 14-26. [COBISS.SI-ID 1024321089]
- VODOPIVEC, Robert, KRSTOV, Ljupčo. Organisation management in supply chain with dynamic effect of organizational rules. Facta Univ., Econ. Organ., 2007, vol. 4, no. 2, str. 91-107, ilustr., graf. prikazi. [COBISS.SI-ID 28063277] VODOPIVEC, Robert, KRSTOV, Ljupčo. (2007): Implement ERP systems. Ekon. teme, 2007, letn. 45, št. 4, str. 11-31.
- VODOPIVEC, Robert. Identifying macroenvironment forces and market segments in global business environment - case for vans and motor-homes. V: RADENKOVIĆ-JOCIĆ, Dragana (ur.), STANKOVIĆ, Ljiljana (ur.). Competitiveness in the conditions of a global economy : Niš, 17-18 October 2008. Niš: Faculty of Economics, 2009, str. [251]-262. [COBISS.SI-ID 30125357]
- VODOPIVEC, Robert. Global business environment and changing role of marketing management in supply chain. V: RADENKOVIĆ-JOCIĆ, Dragana (ur.). Izazovi ekonomske nauke i prakse u procesu pridruživanja Europskoj uniji : Niš, okrobar 2007. godine. Niš: Ekonomski fakultet, 2007, str. 421-431. [COBISS.SI-ID 28064813]
- BOGATAJ, Marija, BOGATAJ, Ludvik, VODOPIVEC, Robert. Stability of perishable goods in cold logistic chains. Int. j. prod. econ.. [Print ed.], Jan. 2005, vol. 93/94, str. 345-356. [COBISS.SI-ID 15375334]
- VODOPIVEC, Robert. The Napan project : globalisation and development of intermodal logistics in the North Adriatic region. Financ. times (Lond. ed.), October/November 2002, str. 12-13, ilustr. [COBISS.SI-ID 24479493]
- VODOPIVEC, Robert. Global business; development of supply chain management in the North Adriatic region - the "NAPAN" project. Ekon. teme, 2005, letn. 43, št. 5, str. 101-112. [COBISS.SI-ID 512546679]
- ZUPANČIČ, Vinko, VODOPIVEC, Robert. Osnove trženja, Praktikum. Piran: Visoka šola za podjetništvo, 2003. 75 str. ISBN 961-6347-45-4. [COBISS.SI-ID 125939456]
- ZUPANČIČ, Vinko, VODOPIVEC, Robert, KREVL, Igor. Osnove trženja. 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.). 5. mednarodno znanstveno-strokovno posvetovanje o prometni znanosti, 27-30 oktober 2001, Venezia-Patras-Venezia. ICTS 2001 : zbornik referatov = proceedings. Portorož: Fakulteta za pomorstvo in promet, 2002, str. 362-368. [COBISS.SI-ID 21057629]