



IBS Mednarodna poslovna šola Ljubljana
IBS International Business school Ljubljana

UČNI NAČRT
SYLLABUS

Magistrski program
MEDNARODNO POSLOVANJE IN TRAJNOSTNI RAZVOJ
Master's programme
INTERNATIONAL BUSINESS AND SUSTAINABLE
DEVELOPMENT

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Magistrski program / Master's programme
MEDNARODNO POSLOVANJE IN TRAJNOSTNI RAZVOJ /
INTERNATIONAL BUSINESS AND SUSTAINABLE DEVELOPMENT

Ime dokumenta in strokovni oziroma znanstveni naslov:

Diploma druge stopnje o končanem magistrskem študijskem programu, magister/magistrica mednarodnega poslovanja in trajnostnega razvoja, okrajšava mag. medn. posl. in traj. raz.

Name of the document and professional or scientific title:

Second cycle diploma of completion of the Master's degree programme, Master in International Business and Sustainable Development, abbreviation M.A. in International Business and Sustainable Development.

Področje študija:

Poslovne in upravne vede; mednarodno poslovanje in trajnostni razvoj. Magistrski študijski program druge stopnje Mednarodno poslovanje in trajnostni razvoj je potrdil Svet Nacionalne agencije Republike Slovenije za kakovost v visokem šolstvu 18. 12. 2014.

Field of study:

Business and Administrative Sciences; International Business and Sustainable Development. The second cycle Master's degree programme International Business and Sustainable Development was approved by the Council of the National Agency for Quality in Higher Education of the Republic of Slovenia on 18 December 2014.

Pravni status:

Visokošolskega zavoda: zasebni visokošolski zavod, visoka strokovna šola.

Legal status:

Higher education institution: private higher education institution, higher professional school.

Jezik poučevanja:

Slovenščina, angleščina.

Language of instruction:

Slovenian, English.

Stopnja izobrazbe:

Druga stopnja, magistrski študijski program, SOK 8, EOK 7, EOVK druga stopnja

Level of education:

Second cycle, Master's degree, SQF 8, EQF 7, EOVK second cycle

Trajanje študija:

Magistrski študijski program Mednarodno poslovanje in trajnostni razvoj traja dve leti. Študij obsega 60 ECTS v vsakem letniku, skupaj 120 ECTS. V prvem letniku ima študent 6 obveznih predmetov in 2 izbirna, v drugem letniku ima 3 obvezne predmete, 1 izbirni in magistrsko nalogo (30 ECTS).

Duration:

The duration of the Master's programme in International Business and Sustainable Development is two years. The first year consists of 6 compulsory courses and 2 elective courses, the second year consists of 3 compulsory courses, 1 elective course and a Master's thesis (30 ECTS).

Vpisni pogoji:

V 1. letnik magistrskega študijskega programa Mednarodno poslovanje in trajnostni razvoj se lahko vpišejo:

študenti, ki so opravili študijski program prve stopnje iz ustreznih študijskih področij (družboslovne vede) in pri tem dosegli najmanj 180 kreditnih točk po ECTS

študenti, ki so končali študijski program za pridobitev visoke strokovne izobrazbe z ustreznih strokovnih področij (družboslovne vede)

študenti, ki so končali enakovredne študijske programe iz drugih strokovnih področij ter opravili dodatne študijske obveznosti. Dodatne študijske obveznosti študenti opravijo pred vpisom na podiplomski magistrski študij z opravljanjem predmetov, ki jih določi Senat IBS. V primeru večjega vpisa od razpisanih vpisnih mest so kandidati izbrani glede na povprečno oceno prve stopnje študija (60 %) oziroma diplomskega dela (40 %).

Entry requirements:

The following students may enrol in the first year of the Master's degree programme in International Business and Sustainable Development:

- students who have completed a first cycle study programme in a relevant field of study (social sciences) and have achieved a minimum of 180 ECTS credits.
- students who have completed a higher professional degree programme in a relevant field (social sciences) students who have completed equivalent study programmes in other fields of study and who have fulfilled additional study requirements. Students shall complete the additional study requirements prior to enrolment in the postgraduate Master's programme by taking courses determined by the IBS Senate.
- In the event of enrolment exceeding the number of places available, candidates are selected on the basis of the average grade of their first cycle studies (60 %) or their thesis (40 %).



Način študija:

Izredni študij.

Mode of study:

Part-time study.

Oblika študija:

Klasični študij: Predavanja potekajo v predavalnici in študentu omogočajo klasično interakcijo s predavatelji, gosti in sošolci. Študij se izvaja po razporedu (v skladu z urnikom).

Kombiniran študij: Kombiniran on-line študij s študijem v predavalnici združuje najboljše vidike klasičnega študija in on-line študija. Je kombinacija predavanj v klasični učilnici in na daljavo (on-line) v živo preko MS Teams.

Form of study:

Classical study: Lectures take place in a classroom and allow students to interact in a classic way with lecturers, guests and classmates. The study is carried out according to a schedule (according to the timetable).

Combined study: Combined online study with classroom study combines the best aspects of classic study and online study. It is a combination of lectures in a classic classroom and remotely (online) live via MS Teams.

Študijske obveznosti:

Študenti morajo pri študiju doseči 120 ECTS. Študent napreduje v drugi letnik, če zbere 45 ECTS za predmete iz 1. letnika. Senat IBS lahko na predlog Komisije za študijske zadeve izjemoma dovoli napredovanje študentu, ki tega pogoja ne dosega in ima za to opravičljive razloge (v skladu s Statutom). Prisotnost na predavanjih je določena z izvedbenim kurikulumom. Po uspešno opravljenih vseh obveznostih, ki so določene s študijskim programom, študent zagovarja magistrsko delo.

Study requirements:

Students must achieve 120 ECTS in their studies. Students are promoted to the second year of study if they have accumulated 45 ECTS for the first year courses. The IBS Senate, on the proposal of the Academic Affairs Committee, may exceptionally grant promotion to a student who fails to meet this requirement and has justifiable reasons (in accordance with the Statutes). Attendance at lectures is determined by the implementing curriculum. After successfully completing all the requirements laid down in the study programme, the student defends his/her Master's thesis.

Učni cilji ter spretnosti in kompetence, ki jih zahteva študijski program:

Magistrski program Mednarodno poslovanje in trajnostni razvoj je namenjen diplomantom različnih dodiplomskih programov, ki se bodo srečevali z vprašanji trajnostnega razvoja kot elementom za odločanje v poslovnem svetu. Temeljni cilj magistrskega programa Mednarodno poslovanje s trajnostnim razvojem je izobraziti diplomante za izvajanje strokovnih in vodstvenih nalog v različnih organizacijskih sistemih, predvsem v podjetjih, javni upravi in v drugih ustanovah, ki se vključujejo v mednarodno sodelovanje. Študenti pridobijo poleg temeljnih strokovno – teoretičnih znanj s področja poslovnih ved tudi nadgradnjo s specifičnimi znanji, potrebnimi za delo na mednarodnem poslovnem področju in razvijejo kompetence za razumevanje vrednot trajnostnega razvoja kot priložnosti za izboljšanje poslovanja, uporabo trajnostnega poslovanja kot strategijo za konkurenčno prednost podjetja ter poznavanje trajnostnih izzivov za menedžerje.

Learning objectives and the skills and competences required by the study programme:

The Master's degree in International Business and Sustainable Development is aimed at graduates of various undergraduate programmes who will be confronted with sustainable development issues as an element for decision-making in the business world. The main objective of the MSc in International Business and Sustainable Development is to train graduates to perform professional and managerial tasks in a variety of organisational systems, especially in companies, public administrations and other institutions involved in international cooperation. In addition to the core professional and theoretical knowledge in business, students acquire the specific skills needed to work in the international business field and develop competences to understand the values of sustainable development as an opportunity to improve business performance, to use sustainable business as a strategy for competitive advantage and to understand the sustainability challenges for managers.

Izbirni predmeti:

Izbira predmetov v 1. letniku: Študent v 1. letniku izbere 2 izbirna predmeta iz nabora izbirnih predmetov v predmetniku študijskega programa.

Izbira predmetov v 2. letniku: Študent v 2. letniku izbere 1 izbirni predmet iz nabora izbirnih predmetov v predmetniku študijskega programa.

Omejitev pri izbiri predmetov v 2. letniku: Študent v 2. letniku ne sme izbrati predmetov, ki jih je že izbral v 1. letniku. Če je predmet že bil izbran v 1. letniku, ga ni možno ponoviti v 2. letniku.

Semester (izvajanje):

Predmet se izvaja v skladu z urnikom posameznega študijskega leta (predmeti, kjer je naveden en sam semester, se izvajajo v predvidenem semestru, predmeti, kjer sta navedena opcijsko dva semestra, se izvajajo v skladu z urnikom in ne v obeh semestrih).

**MEDNARODNO POSLOVANJE IN TRAJNOSTNI RAZVOJ - KODA PROGRAMA: 2VS-MTR**
INTERNATIONAL BUSINESS AND SUSTAINABLE DEVELOPMENT - PROGRAM CODE: 2VS-MTR

LETNIK/ ACADEMIC YEAR	SEMESTER	OBVEZNI - O IZBIRNI - I PRAKSA - P	KODA PREDMETA/ SUBJECT CODE	PREDMET / COURSE TITLE	PREDAVANJA / LECTURES	VAJE/ TUTORIAL	SAMOSTOJNO DELO / INDIVIDUAL WORK	KONTAKTNE IN INDIVIDUALNE URE SKUPAJ/ TOTAL CONTACT HOURS AND INDIVIDUAL HOURS	ECTS
1	1	O	M-1-EEP	Okoljska ekonomika in politika / Environmental economics and policy	80	60	140	280	10
1	1	O	M-1-RFSD	Pravni okviri in trajnostno poslovanje/ Regulatory framework and sustainable development	50	20	70	140	5
1	1	O	M-1-SE	Razumevanje organizacije v trajnostnem okolju/ Understanding organizations in sustainable environment	80	60	140	280	10
1	2	O	M-1-IBSD	Mednarodno poslovanje in trajnostni razvoj/ International business and sustainable development	80	60	140	280	10
1	2	O	M-1-RM	Raziskovalne metode/ Research methods	50	20	70	140	5
1	2	O	M-1-SM	Trajnostno trženje/ Sustainable marketing	80	60	140	280	10
1		I		Izbirni predmet/ Elective course	50	20	70	140	5
1		I		Izbirni predmet/ Elective course	50	20	70	140	5
1.LETNIK/1.YEAR					520	320	840	1680	60



LETNIK/ ACADEMIC YEAR	SEMESTER	OBVEZNI - O IZBIRNI - I PRAKSA - P	KODA PREDMETA/ SUBJECT CODE	PREDMET / COURSE TITLE	PREDAVANJA / LECTURES	VAJE/ TUTORIAL	SAMOSTOJNO DELO / INDIVIDUAL WORK	KONTAKTNE IN INDIVIDUALNE URE SKUPAJ/ TOTAL CONTACT HOURS AND INDIVIDUAL HOURS	ECTS
2	3	O	M-2-SRSB	Korporativna družbena odgovornost in trajnostno poslovanje/ Corporate social responsibility and sustainable business	80	60	140	280	10
2	3	O	M-2-ISM	Mednarodni trajnostni menedžment/ International sustainability management	80	60	140	280	10
2	3	O	M-2-IAC	Mednarodno računovodstvo/ International accounting	35	35	70	140	5
2		I		Izbirni predmet/ Elective course	50	20	70	140	5
2	4		M-Magistrska naloga	Magistrska naloga/ Master thesis			810	810	30
2.LETNIK/2.YEAR					245	175	1230	1650	60
		I	M-E-ENSD	Angleščina na področju trajnostnega razvoja/ English for sustainable development	50	20	70	140	5
		I	M-E-ENEUP	Angleščina za EU projekte/ English for EU projects	50	20	70	140	5
		I	M-E-ICL	Mednarodno pogodbeno pravo/ International contract law	50	20	70	140	5
		I	M-E-MAR	Sodobne usmeritve v marketingu/ Contemporary marketing strategies	50	20	70	140	5
		I	M-E-BBF	Usklajevanje dela in družine/ Balance of business and family	50	20	70	140	5
SKUPAJ/TOTAL					765	495	2070	3330	120



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Okoljska ekonomika in politika
Course title:	Environmental economics and policy

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	1
International business and sustainable development 7	/	1	1

Vrsta predmeta / Course type Obvezni / Obligatory

Univerzitetna koda predmeta / University course code: M-1-EEP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	60	0	0	0	10

Nosilec predmeta / Lecturer: red. prof. dr. Jaka Vadnjal

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Teoretični koncepti ekonomike in okoljskih problemov.
- Ekološka ekonomika.
- Okoljska ekonomika.
- Ekonomska teorija kontrole onesnaževanja (optimalno razmerje med okoljem/ekologijo in ekonomskimi dobrinami).
- Ekonomsko vrednotenje okoljskih storitev.
- Ocenjevanje okoljskih projektov (costbenefit analiza in druge).
- Ekonomska rast pri upoštevanju trajnostne ekonomike.

Content (Syllabus outline):

- Theoretical concepts of economics and environmental problems.
- Ecological economics.
- Environmental economics.
- The economic theory of pollution control (optimal relationship between environment/ecology and economic goods).
- Economic valuation of environmental services.
- Assessing environmental projects (costbenefit analysis and others).
- Economic growth within the context of sustainable economics.



- Mednarodni okoljski in ekološki problemi.

- International environmental and ecological problems.

Temeljni literatura in viri / Readings:

Hussen, A. M. (2013). *Principles of environmental economics and sustainability: an integrated economic and ecological approach* (3rd ed., str. XXII, 417). Routledge.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je podati pregled okoljske in ekološke ekonomike, omogočiti študentom, da znajo interpretirati in analizirati različne okoljske in ekološke probleme in politike in da znajo pri delu upoštevati tako ekonomske kot okoljske oziroma ekološke indikatorje.

Objectives and competences:

Objectives of the course are to give an overview of environmental and ecological economics, provide ability to interpret and analyse various environmental problems and policies and that they can take account of economic and environmental and ecological indicators.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti osnovne koncepte okoljske in ekološke ekonomike in razlike med njima,
- razumeti različne oblikovalce okoljske politike,
- izvesti ekonomske analize, ki se uporabljajo v praksi in pri oblikovanju politike,
- angažirati se v nadaljnjih in mednarodnih okoljskih in ekoloških študijah.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost kritičnega in analitičnega presojanja.
- Sposobnost kreativnega razmišljanja.
- Sposobnost odločanja z upoštevanjem poslovnega in trajnostnega področja.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand basic concepts of environmental and ecological economics and the differences among them,
- understand different environmental policy makers,
- conduct economic analyses used by practitioners and policy makers,
- have a capacity to engage in further and international environmental and ecological economics studies.

Transferable / key skills and other attributes:

- Ability for critical and analytical judgments.
- Ability of creative thinking.
- Ability of decision making by considering business and sustainable areas.



Metode poučevanja in učenja:

<ul style="list-style-type: none"> • Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov). • Timsko delo študentov, reševanje primerov in poročanje. <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<ul style="list-style-type: none"> • Lectures with active student participation (discussion, case studies). • Team work of students, solving case studies and reports. <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Pisni izpit • Seminarska naloga 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Written exam • Seminar paper

Reference nosilca / Lecturer's references:

Veselinovič, D., Fabijan, J., & Vadnjal, J. (2023). Does credit growth in the EMU banking sector follow its capital adequacy? *Journal of Central Banking Theory and Practice*, 12(2), 33–62.
<https://sciendo.com/article/10.2478/jcbtp-2023-0013>

Vadnjal, J., & Letonja, M. (2023). *Podjetje, družina in prihodnost v družinskem podjetju* (str. 149). GEA College - Fakulteta za podjetništvo.

Fink, L., Makovec, N., & Vadnjal, J. (2023). The development of digital competences and attitude towards e-learning. *Advances in business related scientific research journal*, 14(2), 30–52.
<https://www.absrc.org/wp-content/uploads/2023/12/PAPER-Fink.pdf>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Pravni okviri in trajnostno poslovanje
Course title:	Regulatory framework and sustainable development

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	1
International business and sustainable development 7	/	1	1

Vrsta predmeta / Course type Obvezni / Obligatory

Univerzitetna koda predmeta / University course code: M-1-RFSD

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer: doc. dr. Janez Žirovnik

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, angleški/Slovene, English
	Vaje / Tutorial:	Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Razvoj mednarodne okoljske politike.
- Mednarodno okoljsko upravljanje.
- Mednarodni pravni režimi.
- Pravice in obveznosti držav glede na okolje.
- Odgovornost države za škodovanje okolju.
- Okoljske pravice.
- Nuklearna energija in okolje.
- Zaščita voda.
- Zaščita narave.

Content (Syllabus outline):

- The development of international environmental policy.
- The international environmental governance.
- International regulatory regimes.
- Rights and obligations of states concerning the environment.
- State responsibility for environment damage.
- Environmental rights.
- Nuclear energy and the environment.
- Protection of water.
- Protection of nature.



Temeljni literatura in viri / Readings:

Žirovnik, J., & Knez, J. (2024). *Regulatory framework and sustainable development: [internal study material]* (Elektronska izd.). IBS, Mednarodna poslovna šola.

https://www.ibs.si/sl/files/ugd/2c4c64_94c53904fb2342a8b697f762879b980c.pdf

Birnie, P. W., Boyle, A. E., & Redgwell, C. (2009). *International law and the environment* (3rd ed., str. XXXVI, 851). Oxford University Press.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje procesov, ki vodijo v trajnostno politiko, za razumevanje pravnih predpisov, za poznavanje pravic, obveznosti in odgovornosti držav v zvezi z okoljem in jih podrobneje seznaniti s predpisi v zvezi z nuklearno energijo, zaščito voda in naravo.

Objectives and competences:

The objective of the course is to develop knowledge and understanding of processes leading to sustainable policy, understanding of laws, rights, obligations and responsibilities for environment and acquaint students more in detail with laws regarding nuclear energy, protection of water and of the nature.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- navesti načela mednarodne okoljske politike,
- razumeti mednarodne pravne režime v zvezi z okoljem,
- poznati pravice, obveznosti in odgovornosti države do okolja
- podrobneje opisati zaščito okolja pred nuklearno energijo, zaščito voda in narave.

Prenosljive / ključne spretnosti in drugi atributi:

- Razumevanje pravnih pravil na področju trajnostnega razvoja.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- quote principles of international environmental policy,
- understand international regulatory regimes concerning environment,
- describe rights, obligations and responsibility of the state towards environment,
- quote cases of protection concerning nuclear energy, water and nature.

Transferable / key skills and other attributes:

- Understanding legal rules in the field of sustainable development.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija).
- Študijski primeri.

Learning and teaching methods:

- Lectures with active student participation (discussion).
- Case studies.



<p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Pisni izpit 	<p>100%</p>	<ul style="list-style-type: none"> • Written exam

Reference nosilca / Lecturer's references:

Žirovnik, J., & Knez, J. (2024). *Regulatory framework and sustainable development: [internal study material]* (Elektronska izd.). IBS, Mednarodna poslovna šola.
https://www.ibs.si/sl/files/ugd/2c4c64_94c53904fb2342a8b697f762879b980c.pdf

Žirovnik, J. (2009). Varovanje zasebnosti in osebnosti javnega uslužbenca. *HRM*, 7(28), 42–48.

Žirovnik, J., & Podbregar, I. (2006). *Varnost v logistiki - stroški ali naložba: (kaj prinaša predlog nove uredbe EU)*. 93–101.

Žirovnik, J., & Podbregar, I. (2012). Pravni vidiki obveščevalno-varnostne dejavnosti v Sloveniji. V *Obveščevalno-varnostna dejavnost: procesi, metode, nadzor* (str. 273–302). Fakulteta za varnostne vede.



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Razumevanje organizacije v trajnostnem okolju
Course title:	Understanding organizations in sustainable environment

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	1
International business and sustainable development 7	/	1	1

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

M-1-SE

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	60	0	0	140	10

Nosilec predmeta / Lecturer:

red. prof. dr. Iztok Podbregar

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Sodobne teorije na področju organizacije dela.
- Organizacija dela in učinkovitost.
- Organizacija v mednarodnem okolju.
- Organizacijska kultura in vrednote.
- Timsko delo in učinkovitost.
- Načrtovanje dela.
- Vodenje.
- Motiviranje za delo.
- Stres in dobro počutje delavcev.
- Izzivi za organizacijo poslovanja z upoštevanjem trajnostnega razvoja.
- Študije primerov za odgovorno poslovno prakso.

Content (Syllabus outline):

- Contemporary theories in the field of work organization.
- Organization effectiveness and performance.
- Organization in international environment.
- Organization culture and values.
- Team processes and effectiveness.
- Work design.
- Leadership.
- Motivation and performance at work.
- Stress and well-being in organizations.



<ul style="list-style-type: none"> • Odnosi med zasebnimi podjetji, sodobno industrijo ter ekološkim in družbenim trajnostnim razvojem. 	<ul style="list-style-type: none"> • Challenges facing business in the context of sustainability. • Case studies of responsible business practice. • Relationship between private firms, contemporary industry, ecological and social sustainable development.
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Temeljni literatura in viri / Readings:

<p>Daft, R. L. (2013). <i>Organization theory & design</i> (11th ed., str. XVIII, 669). South-Western Cengage Learning.</p> <p>Soyka, P. A. (2012). <i>Creating a sustainable organization: approaches for enhancing corporate value through sustainability</i> (1st printing, str. XIII, 415). FT Press.</p> <p>SPIRIT. (2019). Priročnik trajnostno razvojne strategije. Dosegljivo na: https://www.podjetniski-portal.si/uploads/gradiva/trajnostni_razvoj/prirocnik_trajnostne_poslovne_strategije_spirit.pdf</p> <p>Standardi.si. (2022). Trajnostni razvoj, ESG principi in LCA – trendi zadnjih in naslednjih let. Dosegljivo na: https://standardi.si/trajnostni-razvoj-trend-zadnjih-nekaj-let/</p> <p>Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.</p> <p>The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.</p>

Cilji in kompetence:

<p>Cilj predmeta je usposobiti študente za poznavanje in razumevanje teorije in prakse v organizaciji, ki deluje po načelih trajnostnega razvoja.</p>

Objectives and competences:

<p>The objective of the course is to develop knowledge and understanding of theory and practice in organization that operates according to principles of sustainable development.</p>

Predvideni študijski rezultati:

<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"> • opisati in kritično razmišljati o teoriji na področju organizacije dela z upoštevanjem trajnostnega razvoja, • določiti najpomembnejše procese in odnose, ki oblikujejo organizacijo dela v skladu z načeli trajnostnega razvoja, • uporabiti teoretična znanja in koncepte v praksi, • razviti in kritično vrednotiti primere odgovorne poslovne prakse.

Intended learning outcomes:

<p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"> • describe and critically evaluate theory within the field of organizational behaviour, considering sustainable development, • identify the most important processes and relations shaping organisation performance according to the principles of sustainable development, • use theoretical knowledge and concepts in practice,
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<p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> • Organizacijske spretnosti. • Sposobnost za uporabo teoretičnega znanja v praksi. 	<ul style="list-style-type: none"> • develop and critically evaluate cases of responsible business practice. <p><u>Transferable / key skills and other attributes:</u></p> <ul style="list-style-type: none"> • Organizational skills. • Ability to use theoretical knowledge in practice.
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • Predavanja z aktivno udeležbo študentov (diskusija). • Študijski primeri. <p>Opremljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<ul style="list-style-type: none"> • Lectures with active student participation (discussion). • Case studies. <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
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<ul style="list-style-type: none"> • Pisni izpit • Skupinski projekt iz organizacije dela z ustno predstavitvijo 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Written exam • Group project from work organization with oral presentation
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Reference nosilca / Lecturer's references:

Mednarodna konferenca o razvoju organizacijskih znanosti, 43. (2024). *43th International Conference on Organizational Science Development: Green and Digital Transition - Challenge or Opportunity: conference proceedings = 43. mednarodna konferenca o razvoju organizacijskih znanosti* (1st ed.). University of Maribor, University Press.
<https://press.um.si/index.php/ump/catalog/book/860>

Papachashvili, N., Roblek, V., Meško, M., & Podbregar, I. (2023). Welfare state on the theoretical crossroads: analysis of the twenty-first-century studies. *International review of sociology*, 33(1), 23–38.
<https://www.tandfonline.com/doi/full/10.1080/03906701.2023.2187832>

Knez, S., Štrbac, S., & Podbregar, I. (2022). Climate change in the Western Balkans and EU green deal: status, mitigation and challenges. *Energy, sustainability and society*, 12(1), 14.
<https://energysustainsoc.biomedcentral.com/articles/10.1186/s13705-021-00328-y>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodno poslovanje in trajnostni razvoj
Course title:	International business and sustainable development

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	2
International business and sustainable development 7	/	1	2

Vrsta predmeta / Course type Obvezni / Obligatory

Univerzitetna koda predmeta / University course code: M-1-IBSD

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	60	0	0	140	10

Nosilec predmeta / Lecturer: red. prof. dr. Iztok Podbregar

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, angleški/Slovene, English
	Vaje / Tutorial:	Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Osnovni principi mednarodnega poslovnega okolja.
- Organizacije, strategija in okolje.
- Globalizacija poslovanja in njeni vplivi na lokalni, narodni in mednarodni ravni.
- Regijske ekonomske povezave in njihov vpliv na multinacionalke.
- Vpliv multinacionalk na domače okolje in na okolje v gostiteljski državi.
- Tveganja v mednarodnem poslovanju.
- Mednarodni trgi.
- Poslovni modeli v različnih kulturah.
- Odgovornost za naravno okolje.

Content (Syllabus outline):

- The principles underlying the international business environment.
- Organizations, strategy and environment.
- The globalization of business and its implications at local, national and international levels.
- Regional economic integration and its impact on multinational firm strategies.
- The impact of multinational firms on home and host country environments.
- International risk.



<ul style="list-style-type: none"> • Študije primerov. 	<ul style="list-style-type: none"> • Business models in different cultures. • Responsibility for the natural environment. - Case studies.
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Temeljni literatura in viri / Readings:

Lazareva, E. L., Murzin, A. D., Rivza, B. A., Ostrovskaya, V. N. (2023). *Innovative trends in international business and sustainable management*. Singapore: Springer.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje osnovnih principov mednarodnega poslovanja, vpliv globalizacije na različne nivoje mednarodnega poslovanja, tveganja in potencialne internacionalizacije ter seznaniti študente z odgovornostjo za naravno okolje in s poslovnimi modeli v različnih kulturah.

Objectives and competences:

Objectives of the course are to develop an understanding of the main principles of international business, implications of globalization at different levels of international business, uncertainties and the potential of the internationalization and acquaint students with responsibility for natural environment and business models in different cultures.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti osnovne principe mednarodnega poslovnega okolja,
- razumeti vplive globalizacije na različnih nivojih,
- razumeti okolje in multinacionalne družbe,
- upoštevati tveganja pri mednarodnem poslovanju,
- razumeti odgovornost za naravno okolje in različne poslovne modele v različnih kulturah.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost kvalitetnega individualnega in timskega dela.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand the basic principles of the international business environment,
- understand implications of globalization at different levels,
- understand the environment and the multinational firms,
- consider risks in international business,
- understand responsibility for natural environment and business models in different cultures.

Transferable / key skills and other attributes:

- Abilities of high quality individual and team work.
- Abilities of search of relevant information sources, analysis, synthesis,



<ul style="list-style-type: none"> • Sposobnost iskanja relevantnih virov informacij, analize, sinteze, prognoze ter predvidevanje rešitev in posledic. 	<p>prognosis, and forecasting solutions and consequences.</p>
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • Predavanja z aktivno udeležbo študentov (diskusija). • Študijski primeri. <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<ul style="list-style-type: none"> • Lectures with active student participation (discussion). • Case studies. <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Seminarska naloga • Pisni izpit 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Seminar paper • Written exam

Reference nosilca / Lecturer's references:

<p>Mednarodna konferenca o razvoju organizacijskih znanosti, 43. (2024). <i>43th International Conference on Organizational Science Development: Green and Digital Transition - Challenge or Opportunity: conference proceedings = 43. mednarodna konferenca o razvoju organizacijskih znanosti</i> (1st ed.). University of Maribor, University Press. https://press.um.si/index.php/ump/catalog/book/860</p> <p>Papachashvili, N., Roblek, V., Meško, M., & Podbregar, I. (2023). Welfare state on the theoretical crossroads: analysis of the twenty-first-century studies. <i>International review of sociology</i>, 33(1), 23–38. https://www.tandfonline.com/doi/full/10.1080/03906701.2023.2187832</p> <p>Podbregar, I., & Šprajc, P. (2022). Teoretične osnove kriz = Theoretical foundations of crisis. V <i>Management v krizah: izbrana poglavja</i> (str. 89–111). Univerza v Mariboru, Univerzitetna založba. doi:10.18690/um.fov.1.2022.4</p>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Raziskovalne metode
Course title:	Research methods

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	2
International business and sustainable development 7	/	1	2

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

M-1-RM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer:

red. prof. dr. Maja Meško, red. prof. dr. Mirjana Radovanović

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

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Prerequisites:

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Vsebina:

- Različne raziskovalne metode.
- Oblikovanje raziskovalnega projekta in pisanje raziskovalnega načrta.
- Raziskovalna etika, plagiatorstvo, informacijski viri.
- Določanje prave literature za projekt.
- Kvantitativne raziskovalne metode.
- Kvalitativne metode raziskovanja.
- Intervju, opazovanje, vprašalniki.
- Razumevanje metod zbiranja podatkov.
- Razumevanje metod analize podatkov.

Content (Syllabus outline):

- Different research methods.
- Design of a research project and writing of a research proposal.
- Research ethics, plagiarism and information resources.
- Relevant literature for a project.
- Quantitative research methodology.
- Qualitative research methodology. - Interviews, observations, surveys.
- Understanding of potential data collection methods.
- Understanding of potential data analysis methods.



<ul style="list-style-type: none"> • Presoja raziskovalne strategije, zbiranja podatkov in analize podatkov v okviru določenega projekta. 	<ul style="list-style-type: none"> • Evaluation of research strategies, data collection methods in the context of a particular project.
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Temeljni literatura in viri / Readings:

Gill, J., & Johnson, P. (2010). *Research methods for managers* (4rd ed., str. XII, 270). Sage.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je seznaniti študente z različnimi raziskovalnimi metodami, jih usposobiti, da oblikujejo raziskovalni projekt in napišejo načrt raziskave, jih usposobiti za razumevanje metod zbiranja podatkov in njihove analize ter za evalvacijo raziskovalne strategije, zbiranja podatkov in njihove analize v določenem projektu.

Objectives and competences:

Objectives of the course are to acquaint students with alternative research methods, to design a research project and write a research proposal, teach students to understand methods of data collection and analysis and evaluate research strategies, data collection and their analysis in the context of a particular project.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti različne metode raziskovanja,
- oblikovati raziskovalni projekt in napisati načrt raziskave,
- določiti relevantno literaturo za projekt,
- razumeti metode zbiranja podatkov,
- razumeti metode analize podatkov,
- oceniti raziskovalno strategijo, metode zbiranja podatkov in metode analize podatkov v okviru določenega projekta.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost raziskovalne analize in sinteze, predvidevanja rešitev in posledic v poslovnem procesu podjetij.
- Sposobnost kvalitativnega in kvantitativnega presojanja.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand different methods of research,
- design a research project and write a research proposal,
- define relevant literature for a project,
- understand data collection methods,
- understand data analysis methods,
- evaluate research strategies data collection methods and data analysis methods in the context of a particular project.

Transferable / Key skills and other attributes:

- Ability of research analysis and synthesis, foreseeing solutions and consequences in the business process of companies.
- Ability of qualitative and quantitative judgement.



Metode poučevanja in učenja:

<ul style="list-style-type: none"> • Predavanja • Seminarsko delo <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<ul style="list-style-type: none"> • Lectures • Seminar work <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Projekt: pregled literature za določeno vprašanje • Pisni izpit 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Research project: literature review for a research question • Written exam

Reference nosilca / Lecturer's references:

Pejić Bach, M., Jaković, B., Jajić, I., & Meško, M. (2023). Investigating the impact of COVID-19 on e-learning: country development and COVID-19 response. *Mathematics*, 11(6, [] 1520), 21. <https://www.mdpi.com/2227-7390/11/6/1520>

Roblek, V., Dimovski, V., Jovanov Oblak, K., Meško, M., & Peterlin, J. (2024). Leadership and managerial challenges to ensure agile management as a method to enable business success: a Delphi study of the Slovenian health organisations. *Measuring business excellence*, 24(1), 39–51. <https://dk.um.si/IzpisGradiva.php?id=88046>

Pejić Bach, M., Bertonsel, T., Meško, M., & Krstić, Ž. (2020). Text mining of industry 4.0 job advertisements. *International journal of information management*, 50, 416–431. <https://www.sciencedirect.com/science/article/pii/S0268401218313677?via%3Dihub>

Radovanovic, M. (2022). *Sustainable energy management: Planning, implementation, control, and security* (2nd ed.). Academic Press. <https://doi.org/10.1016/C2020-0-00501-5>

Filipović, S., Lior, N., & Radovanović, M. (2022). The green deal – Just transition and sustainable development goals nexus. *Renewable and Sustainable Energy Reviews*, 168, 112759. <https://doi.org/10.1016/j.rser.2022.112759>

Radovanović, M., Filipović, S., Vukadinović, S., & others. (2022). Decarbonisation of eastern European economies: Monitoring, economic, social, and security concerns. *Energy, Sustainability and Society*, 12(16). <https://doi.org/10.1186/s13705-022-00342-8>

Podbregar, I., Filipović, S., Radovanović, M., Mirković-Isaeva, O., & Šprajc, P. (2021). Electricity prices and consumer behavior, case study Serbia - randomized control trials method. *Energies*, 14(3 (591)), 1–12. <https://www.mdpi.com/1996-1073/14/3/591>



Filipović, S., Radovanović, M., & Lior, N. (2019). What does the sharing economy mean for electric market transitions? A review with sustainability perspectives. *Energy Research & Social Science*, 58, 101258. <https://doi.org/10.1016/j.erss.2019.101258>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Trajnostno trženje
Course title:	Sustainable marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	1	2
International business and sustainable development 7	/	1	2

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

M-1-SM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	60	0	0	140	10

Nosilec predmeta / Lecturer:

red. prof. dr. Svetlana Mihić

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Razumevanje trajnostnega razvoja in trženja.
- Razvijanje tržnih priložnosti s trajnostnimi elementi.
- Razvijanje trajnostnih tržnih standardov in strategij.
- Razvijanje trajnostnega tržnega mixa.
- Razvijanje prihodnosti za trajnostno trženje.
- Študije primerov.
- Posebni problem, s katerimi se srečujejo organizacije v mednarodnem marketinškem kontekstu.

Content (Syllabus outline):

- Understanding sustainable development and marketing.
- Developing sustainability marketing opportunities.
- Developing sustainability marketing standards and strategies.
- Developing sustainability marketing mix.
- Developing the future of sustainable marketing.
- Case studies.
- Particular problems of firms in international marketing context.



Temeljni literatura in viri / Readings:

Knez, S., & Mihić, S. (2024). *Sustainable marketing: internal study material* (Elektronska izd.). IBS Mednarodna poslovna šola.

https://www.ibs.si/sl/files/ugd/2c4c64_ec3048a62ece4586b40bb4b659ebf011.pdf

Belz, F.-M., & Peattie, K. (2012). *Sustainability marketing: a global perspective* (2nd ed., str. XVI, 336). J. Wiley.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje povezav med trajnostnim razvojem in trženjem, jih seznaniti s priložnostmi trajnostnega trženja, s standardi in strategijami trženja na osnovi trajnostnega razvoja.

Objectives and competences:

Objectives of the course are to teach students to understand liaisons between sustainability and marketing, acquaint them with opportunities of sustainable marketing, with standards and strategies of marketing on the basis of sustainable development.

Predvideni študijski rezultati:

Znanje in razumevanje:
Po zaključku tega predmeta bo študent sposoben:

- razumeti povezave med trajnostnim razvojem in trženjem,
- aplicirati znanje na prakso tako, da zna opaziti priložnosti trajnostnega trženja,
- upoštevati standarde in strategije trajnostnega trženja.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost timskega dela.
- Sposobnost uporabe teoretičnega znanja v praksi.

Intended learning outcomes:

Knowledge and understanding:
On completion of the course students will be able to:

- understand the liaisons between sustainability and marketing,
- apply knowledge in practice by taking into account opportunities of sustainable marketing,
- consider standards and strategies of sustainable marketing.

Transferable / key skills and other attributes:

- Team work ability.
- Ability to use appropriate theoretical knowledge in practice.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija)
- Študijski primeri

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi

Learning and teaching methods:

- Lectures with active student participation (discussion)
- Case studies

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools



orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.	and supplemented with effective teaching and learning approaches within the virtual learning environment.
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Ustna predstavitev skupinskega projekta • Pisni izpit 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Oral presentation of a group project • Written exam

Reference nosilca / Lecturer's references:

Knez, S., & Mihić, S. (2024). Sustainable marketing: internal study material (Elektronska izd.). IBS Mednarodna poslovna šola.

https://www.ibs.si/sl/files/ugd/2c4c64_ec3048a62ece4586b40bb4b659ebf011.pdf

Prof.dr. Svetlana Mihic Doc dr Milan Mihajlovic MSc Toma Dasic 9th International Scientific Conference LIMEN 2023 Book of Abstracts Business Processes and Their Importance in the Management of Production Companies – A Case Study of the Dairy Industry in the Republic of Serbia LiMEN 2023

Prof.dr Svetlana Mihić, APPLICATION OF MARKETING PROCESSES AND TOOLS AS AN IMPERATIVE OF THE MODERN MARKET Sport Media and Business SPORT MEDIA AND BUSINESS, Scientific Journal in the Field of Sport, Media and Business pp 91- 104 Mihić, S., (2024). Application of marketing processes and tools as an imperative of the modern market, Sport media, and business, 10(1) 91-104. ISSN 2956-0780 UDK: 658.8 DOI: COBISS.SR-ID 84407817

<https://doi.org/10.58984/smb2401091m>

MSc Toma Dašić, Prof.dr Svetlana Mihić „Application of holistic marketing in the formulation of a business concept of agricultural producers from south Serbia” Economics of Agriculture, Year 69, No. , 2022, Economics of Agriculture, Year 69, No. 4, 2022, (pp. 1109-1124), Belgrade UDC 658.8:338.435(497.11-13) Економика пољопривреде (Online) = ISSN 2334-8453 ISSN 0352-3462 = Економика пољопривреде(1979) COBISS.SR-ID 27671

<http://bsaae.bg.ac.rs/images/Ekonomika%20kompletna/2022/EP%204-2022Iq.pdf%20>

<https://www.iep.bg.ac.rs/sr/izdanja/casopisi/ekonomika-poljoprivrede-casopis/ekonomika-poljoprivrede>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Korporativna družbena odgovornost in trajnostno poslovanje
Course title:	Corporate social responsibility and sustainable business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	2	3
International business and sustainable development 7	/	2	3

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

M-2-SRSB

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	80	0	0	140	10

Nosilec predmeta / Lecturer:

red. prof. dr. Iztok Podbregar

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Konceptualizacija korporativne družbene odgovornosti.
- Značilnosti korporacije.
- Koristi korporativne družbene odgovornosti.
- Opazovanje in kontrola korporativne družbene odgovornosti.
- Ustvarjanje iniciativ za korporativno družbeno odgovornost.
- Promocija korporativne družbene odgovornosti.
- Evalvacija vpliva korporativne družbene odgovornosti.
- Študije primera.

Content (Syllabus outline):

- Conceptualizing corporate social responsibility.
- Characteristics of the corporation.
- Benefits of the corporate social responsibility.
- CSR scanning and monitoring.
- Creating CSR initiatives.
- CSR promotional communication.
- Evaluation of the impact of corporate social responsibility.
- Case studies.



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Temeljni literatura in viri / Readings:

van Tulder, R., Giuliani, E., & Álvarez, I. (2023). *International business and the sustainable development goals*. Emerald, 17, 479 pages.

Coombs V. T. & Holladay S.J. (2012): *Managing corporate social responsibility: A communication approach*. Wiley - Blackwell.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje zahtev in koristi korporativne družbene odgovornosti, ustvarjanje iniciativ za njen razvoj in promoviranje ter spoznati primere korporativne družbene odgovornosti v praksi.

Objectives and competences:

Objectives of the course are to develop understanding of the corporate social responsibility requirements and benefits, creating initiatives for its development and promotion and get acquainted with case studies concerning CSR.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti zahteve in koristi poslovne in korporativne družbene odgovornosti,
- spodbuditi razvoj korporativne družbene odgovornosti in jo promovirati,
- razumeti realne primere v praksi.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost uporabljati ustrezno teoretično znanje v praksi.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand corporate social responsibility requirements and benefits,
- encourage development of CSR and its promotion,
- understand real cases of CSR in practice.

Transferable / key skills and other attributes:

- Ability to use appropriate theoretical knowledge in practice.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov)

Learning and teaching methods:

- Lectures with active student participation (discussion, case study)



<p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Pisni izpit • Ustna predstavitev primera 	<p>70% 30%</p>	<ul style="list-style-type: none"> • Written exam • Oral presentation of a case

Reference nosilca / Lecturer's references:

Dežman, M., & Podbregar, I. (2024). Kompetence za obvladovanje kompleksnih kriz = Competences for managing complex crises. V *Trendi na področju kadrovskega managementa* (str. 59–79). Univerza v Mariboru, Univerzitetna založba.
<https://press.um.si/index.php/ump/catalog/book/842>

Papachashvili, N., Roblek, V., Meško, M., & Podbregar, I. (2023). Welfare state on the theoretical crossroads: analysis of the twenty-first-century studies. *International review of sociology*, 33(1), 23–38.
<https://www.tandfonline.com/doi/full/10.1080/03906701.2023.2187832>

International Conference on Organizational Science Development Interdisciplinary Counts, 42. (2023). *42th International Conference on Organizational Science Development = 42. mednarodna konferenca o razvoju organizacijskih znanosti* (1st ed.). University of Maribor, University Press. <https://press.um.si/index.php/ump/catalog/book/768>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodni trajnostni menedžment
Course title:	International sustainability management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	2	3
International business and sustainable development 7	/	2	3

Vrsta predmeta / Course type Obvezni / Obligatory

Univerzitetna koda predmeta / University course code: M-2-ISM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
80	0	60	0	0	140	10

Nosilec predmeta / Lecturer: red. prof. dr. Maja Meško, red. prof. dr. Mirjana Radovanović

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Vgrajevanje trajnostnega razvoja v menedžment: poslanstvo, vrednote, cilji in strategije.
- Vrednost človeških virov.
- Spodbujanje zaposlenih s pomočjo celovitega vodenja.
- Pospeševanje delovne zavzetosti s pomočjo določanja ciljev in oblikovanja nalog.
- Večanje interesa zaposlenih s pomočjo razvijanja zaupanja.
- Zaposleni in trajnostno izvajanje dela.

Content (Syllabus outline):

- Integration of sustainable development in management: the mission, values, goals, and strategies.
- Value of the human resources.
- Engaging employees through full-range leadership.
- Increasing engagement through goal setting and task design.
- Enhancing engagement by building high-trust relationships.
- Employees and sustainability performance.



<ul style="list-style-type: none"> • Organizacija in njeno izvajanje trajnostnega razvoja. 	<ul style="list-style-type: none"> • Organization and sustainability performance.
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Temeljni literatura in viri / Readings:

Roorda, N. (2021). *Fundamentals of sustainable development* (3rd ed., str. XXII, 413). Routledge.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje in uporabo principov in metod uvajanja trajnostnega razvoja v vodenje človeških virov in organizacije.

Objectives and competences:

Objectives of the course are to develop understanding and use of principles and methods of sustainability in human resources management and in organization management.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti strategijo vgrajevanja trajnostnega razvoja v menedžment,
- uvajati strategije trajnostnega razvoja v vodenje človeških virov,
- razviti občutljivost pri uvajanju trajnostnega razvoja v poslovanje domačih in tujih firm.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost kritičnega in analitičnega presojanja.
- Sposobnost kreativnega razmišljanja.
- Sposobnost odločanja z upoštevanjem poslovnega in trajnostnega področja.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand strategies of integration of sustainable development in management,
- introduce sustainable strategies in human resources management,
- develop sensitivity towards introduction.

Transferable / key skills and other attributes:

- Ability for critical and analytical judgments.
- Ability of creative thinking.
- Ability of decision making by considering business and sustainable areas.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov)

Learning and teaching methods:

- Lectures with active student participation (discussion, case studies)
- Team work of students, solving case studies and reports.



<ul style="list-style-type: none"> • Timsko delo študentov, reševanje primerov in poročanje <p>Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Pisni izpit • Seminarska naloga 	<p>60%</p> <p>40%</p>	<ul style="list-style-type: none"> • Written exam • Seminar paper

Reference nosilca / Lecturer's references:

Roblek, V., Thorpe, O., Pejić Bach, M., Jerman, A., & Meško, M. (2020). The fourth industrial revolution and the sustainability practices: a comparative automated content analysis approach of theory and practice. *Sustainability*, 12(20 (8497)), 1–28. <https://www.mdpi.com/2071-1050/12/20/8497>

Roblek, V., Drpić, D., Meško, M., & Milojica, V. (2021). Evolution of sustainable tourism concepts. *Sustainability*, 13(22 (12829)), 1–21. <https://www.mdpi.com/2071-1050/13/22/12829/pdf>

Roblek, V., Meško, M., & Podbregar, I. (2021). Impact of car sharing on urban sustainability. *Sustainability*, 13(2 (905)), 1–19. <https://www.mdpi.com/2071-1050/13/2/905>

Roblek, V., Pejić Bach, M., Meško, M., & Kresal, F. (2019). Corporate social responsibility and challenges for corporate sustainability in first part of the 21st century. *Cambio*, 9(19), 31–46. <https://oaj.fupress.net/index.php/cambio/article/view/8486/8768>

Roblek, V., Meško, M., Pejić Bach, M., Thorpe, O., & Šprajc, P. (2020). The interaction between internet, sustainable development, and emergence of society 5.0. *Data*, 80, 1–28. <https://www.mdpi.com/2306-5729/5/3/80/htm>

Radovanovic, M. (2022). Sustainable energy management: Planning, implementation, control, and security (2nd ed.). Academic Press. <https://doi.org/10.1016/C2020-0-00501-5>

Filipović, S., Lior, N., & Radovanović, M. (2022). The green deal – Just transition and sustainable development goals nexus. *Renewable and Sustainable Energy Reviews*, 168, 112759. <https://doi.org/10.1016/j.rser.2022.112759>

Radovanović, M., Filipović, S., Vukadinović, S., & others. (2022). Decarbonisation of eastern European economies: Monitoring, economic, social, and security concerns. *Energy, Sustainability and Society*, 12(16). <https://doi.org/10.1186/s13705-022-00342-8>



Podbregar, I., Filipović, S., Radovanović, M., Mirković-Isaeva, O., & Šprajc, P. (2021). Electricity prices and consumer behavior, case study Serbia - randomized control trials method. *Energies*, 14(3 (591)), 1–12. <https://www.mdpi.com/1996-1073/14/3/591>

Filipović, S., Radovanović, M., & Lior, N. (2019). What does the sharing economy mean for electric market transitions? A review with sustainability perspectives. *Energy Research & Social Science*, 58, 101258. <https://doi.org/10.1016/j.erss.2019.101258>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Mednarodno računovodstvo
Course title: International accounting

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	2	3
International business and sustainable development 7	/	2	3

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

M-2-IAC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
35	0	35	0	0	70	5

Nosilec predmeta / Lecturer:

doc. dr. Sandi Knez

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Računovodske prakse in pravila v različnih državah.
- Analiza razlik v računovodstvu različnih držav.
- Analize in primerjava dela vodilnih organov, ki določajo računovodske standard.
- The International Accounting Standards Board, The Financial Accounting Standards Board in njun vpliv.
- Podobnosti in razlike v pogledih na namen računovodstva in rešitve v različnih državah.

Content (Syllabus outline):

- Accounting practices and norms in different countries.
- Analysis of accounting differences between countries.
- Analysis and comparison of the work of leading accounting standard-setting bodies.
- The International Accounting Standards Board, The Financial Accounting Standards Board and their influence.
- Similarities and differences in views on accounting purposes and



<ul style="list-style-type: none"> • Implementacija mednarodnih standardov v različnih državah. • Poskusi usklajevanja računovodstva v Evropi. 	<p>solutions between different countries.</p> <ul style="list-style-type: none"> • Implementation of international standards in different countries. • Efforts to harmonize accounting in Europe.
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Temeljni literatura in viri / Readings:

Knez, S. (2024). *International accounting: internal study material* (Elektronska izd.). IBS, International Business School.

https://www.ibs.si/files/ugd/2c4c64_696a7f07707d4554a7dbfeb29fd548a7.pdf

Saudagaran, S. M. (2009). *International accounting: a user perspective* (3rd ed., str. XVI, 269). CCH.

Bragg, S. M. (2023). *International accounting* (str. XIV, 467). Accounting tools.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje računovodskih standardov - zakaj obstajajo razlike kljub poskusom za uskladitev računovodenja, seznaniti študente s pomembnimi akterji in viri informacij v mednarodnem računovodstvu, dobiti vpogled v določanje mednarodnih standardov, razviti sposobnost za primerjave.

Objectives and competences:

Objectives of the course are to develop understanding of accounting standards - why there are differences despite efforts to harmonize accounting, make students know important actors and sources of information in international accounting, get insight into international standard setting, be able to make comparisons.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- predstaviti pridobljeno znanje v pisnih poročilih,
- samostojno iskati informacije, potrebne za razumevanje računovodstva v mednarodnem pogledu.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost kritičnega in analitičnega presojanja.
- Sposobnost kreativnega razmišljanja.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- present acquired knowledge in written reports,
- independently search for information necessary to understand the development of accounting internationally.

Transferable / key skills and other attributes:

- Ability for critical and analytical judgments.
- Ability of creative thinking.



<ul style="list-style-type: none"> • Sposobnost primerjav različnih standardov in praks na področju računovodstva. 	<ul style="list-style-type: none"> • Ability of comparison between different accounting norms and practices.
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov) • Timsko delo študentov, reševanje primerov in poročanje • Seminarske vaje <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<ul style="list-style-type: none"> • Lectures with active student participation (discussion, case studies) • Team work of students, solving case studies and reports • Seminar exercises <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Seminarska naloga • Ustni izpit 	<p>60%</p> <p>40%</p>	<ul style="list-style-type: none"> • Seminar paper • Oral exam

Reference nosilca / Lecturer's references:

Knez, S. (2024). *International accounting: internal study material* (Elektronska izd.). IBS, International Business School.
https://www.ibs.si/files/ugd/2c4c64_696a7f07707d4554a7dbfeb29fd548a7.pdf

Knez, S. (2024). *Accounting and finances: internal study material* (Elektronska izd.). IBS, International Business School.
https://www.ibs.si/files/ugd/2c4c64_a6592ec1484f4eea9c0a554174daf8d9.pdf

Knez, S. (2024). *Business documentation: internal study material* (Elektronska izd.). IBS, International Business School.
https://www.ibs.si/files/ugd/2c4c64_a73356b73b1949c6967f6af8dd0f5714.pdf

Knez, S. (2024). *International business: internal study material* (Elektronska izd.). IBS, International Business School.
https://www.ibs.si/files/ugd/2c4c64_61e70920bdaa4b95a94371805209d5f9.pdf

Knez, S. (2024). *Finančno načrtovanje v športu: [interno študijsko gradivo]* (Elektronska izd.). IBS, Mednarodna poslovna šola.
https://www.ibs.si/sl/files/ugd/2c4c64_7cd4ff61e6064491b6bbb65b221cc3e9.pdf

Knez, S. (2010). *Elementi notranjega podjetništva pri izvajanju programa „mladi raziskovalci iz gospodarstva“: magistrsko delo.* [S. Knez].



Vidic, F., Vadjal, J., & Knez, S. (2008). *Podjetništvo: [višješolski učbenik]* (str. 103). Doba, Višja strokovna šola].

Vidic, F., & Knez, S. (2007). *Priročnik za pripravo poslovnega načrta: študijsko gradivo* (str. 53 f.). GEA College - Center višjih šol.



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Angleščina na področju trajnostnega razvoja
Course title:	English for sustainable development

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/		
International business and sustainable development 7	/		

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: M-E-ENSD

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer: lekt. dr. Iva Jevtić

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

Znanje angleščine na nivoju B 2.2

Prerequisites:

Knowledge of English level B 2.2

Vsebina:

- Slušno razumevanje daljšega, čeprav ne natančno strukturiranega besedila na področju trajnostnega razvoja.
- Bralno razumevanje daljših, zapletenih besedil v zvezi s trajnostnim razvojem.
- Govorno sporazumevanje: naravno izražanje brez predolgega iskanja primernih izrazov, natančno oblikovanje svojih misli in pogledov v zvezi s trajnostnim razvojem.
- Govorna produkcija: jasno in natančno opisovanje zapletenih problemov trajnostnega razvoja.

Content (Syllabus outline):

- Listening: comprehension of extended speech even when not precisely structured, in the field of sustainable development.
- Reading: comprehension of long complex texts related to sustainable development.
- Spoken interaction: expressing oneself fluently and spontaneously without obvious search for appropriate words, precise formulation of ideas and opinions related to sustainable development.



<ul style="list-style-type: none"> • Pisanje jasnih, slogovno dobrih besedil, npr. poročila, ocene trajnostnega razvoja. 	<ul style="list-style-type: none"> • Spoken production: clear and detailed descriptions of complex problems of sustainable development. • Writing clear, well structured texts, for example reports and evaluations of sustainable development.
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Temeljni literatura in viri / Readings:

Goggin P. N. (ed.): *Rhetorics, Literacies, and Narratives of Sustainability*. New York: Routledge, 2009.

Hornby, A. S. (2020). *Oxford advanced learner's dictionary of current English* (10th ed., str. XII, 1820, 87 loč. pag.). Oxford University Press.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za poglobitev in specializacijo znanja na stopnji CEF B 2.2.: za razumevanje daljšega govorjenja na trajnostnem področju, branje dolgih, zapletenih besedil, za naravno izražanje v razgovorih, jasno in natančno opisovanje problemov trajnostnega razvoja ter za pisanje jasnih, slogovno dobrih besedil na področju trajnostnega razvoja.

Objectives and competences:

Objectives of the course are to improve students' English language at the level B 2.2 (CEF): students can understand extended speech in the field of sustainable development, they can read long and complex texts, express themselves fluently and spontaneously, give clear and detailed descriptions of problems in sustainable development and write clear and well structured texts in the field of sustainable development.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti daljše besedilo na temo trajnostni razvoj,
- prebrati daljša zapletena besedila in specializirane članke v zvezi s trajnostnim razvojem,
- naravnega izražanja, natančnega oblikovanja misli in pogledov v zvezi s trajnostnim razvojem,
- jasno in natančno spregovoriti o zapletenih problemih, razvijati misli, delati zaključke o trajnostnem razvoju

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand extended speech about sustainable development,
- read long complex texts and professional articles related to sustainable development,
- express themselves fluently and spontaneously, form precise ideas and opinions about sustainable development,
- clearly and precisely talk about complex problems, develop thoughts, round off



<ul style="list-style-type: none"> • pisati jasna, slogovno dobra besedila in eseje o trajnostnem razvoju. <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> • Spretnosti komuniciranja. • Delo v skupini: reševanje skupnih nalog in problemov, sodelovalno učenje. 	<p>conclusions about sustainable development,</p> <ul style="list-style-type: none"> • write clear, well structured texts and essays about sustainable development. <p><u>Transferable / key skills and other attributes:</u></p> <ul style="list-style-type: none"> • Communication skills. • Working in groups: solving common tasks and problems, collaborative learning.
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • seminarsko delo (analiza besedil z diskusijo) • jezikovne vaje (jezikovno ozaveščanje), • simulacije, igre vlog • študentova jezikovna mapa <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<ul style="list-style-type: none"> • seminar work (text analysis and discussion) • language development (language awareness activities) • simulation, role play, • student portfolio <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Ustni izpit • Pisni izpit 	<p>30%</p> <p>70%</p>	<ul style="list-style-type: none"> • Oral exam • Written exam

Reference nosilca / Lecturer's references:

<p>JEVTIČ, Iva. Pseudo-mulier : razpotja vere in spola v Zrcalu preprostih duš Margarete Porete = Pseudo-mulier : the crossroads of gender and faith in Marguerite Porete's The mirror of simple souls. V: REPAR, Primož (ur.). <i>Tesnoba in dejanje v luči eksistencialne antropologije : mednarodna filozofska delavnica in osma konferenca Kierkegaard 2020 : [Ljubljana, 29. 8. - 2. 9. 2020]</i>. Ljubljana: KUD Apokalipsa: Srednjeevropski raziskovalni inštitut Soeren Kierkegaard, 2021. Str. 201-202. Zbirka Revija v reviji, 17, Posebna izdaja revije Apokalipsa in Srednjeevropskega raziskovalnega inštituta Soeren Kierkegaard Ljubljana. ISBN 978-961-7054-43-9. [COBISS.SI-ID 143172355]</p> <p>JEVTIČ, Iva. <i>Milost</i>. Koper: KUD AAC Zrakogled, 2023. 63 str. ISBN 978-961-7166-06-4. [COBISS.SI-ID 146967555] nagrada: Veronikina nagrada, 2023</p> <p>JEVTIČ, Iva (intervjuvanec). Veselje do književnosti so ji privzgojili že doma : Iva Jevtič. <i>Celjan</i>. 30. avg. 2023, št. 1181, str. 13, portret. ISSN 1580-5182. [COBISS.SI-ID 168913667]</p> <p>JEVTIČ, Iva (avtor, pripovedovalec). <i>Težnost</i>. Koper: KUD AAC Zrakogled, 2022. 1 spletni vir (1 zvočna datoteka (16 min, 34 sek)). ISBN 978-961-95373-4-3. https://l.audibook.si/Vw3IWurCHmb. [COBISS.SI-ID 93294083]</p> <p>JEVTIČ, Iva. Izrekanje resnice v Ogledalu preprostih izničenih duš Margarete Porete. <i>Clotho</i>. [Tiskana izd.]. 2021, letn. 3, št. 1, str. 77-99. ISSN 2670-6210. https://revije.ff.uni-lj.si/clotho/article/view/10168, Digitalna knjižnica Slovenije - dLib.si, DOI: 10.4312/clotho.3.1.77-99. [COBISS.SI-ID 79938307]</p>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Angleščina za EU projekte
Course title:	English for EU projects

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/		
International business and sustainable development 7	/		

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

M-E-ENEUP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer:

lekt. dr. Iva Jevtić

Jeziki /

Languages:

Predavanja /

Lectures:

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

Slovenski, angleški/Slovene, English

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

Znanje angleščine nivo B 2.2

Prerequisites:

Knowledge of English level B 2.2

Vsebina:

- Slušno razumevanje: razumevanje daljšega govorjenja, četudi ni natančno strukturirano in razmerja niso jasno izražena, npr. dogovarjanje v zvezi z raziskovalnimi projekti, pogodbami, pogajanja, mednarodni sestanki.
- Bralno razumevanje: razumevanje branih besedil z veliko podatki, npr. navodila za pisanje projektov, pogodbe, gradiva za mednarodne sestanke.
- Govorno sporazumevanje: naravno izražanje brez očitnega iskanja primernih izrazov, natančno

Content (Syllabus outline):

- Listening: understanding extended speech although it is not precisely structured and relations are not clearly expressed, e.g. discussions of research projects, contracts, negotiations, international meetings.
- Reading: read and understand texts with many data, for example instructions for project writing, agreements, materials for international meetings.
- Spoken interaction: students can interact with a degree of fluency and spontaneity, clearly define their



<p>oblikovanje svojih misli in pogledov pri predstavljanju in zagovarjanju projektov, sporazumevanje pri sklepanju pogodb, na mednarodnih sestankih.</p> <ul style="list-style-type: none"> • Govorna produkcija: jasno in natančno opisovanje poslovnih in raziskovalnih projektov, npr. delov projekta. • Pisno izražanje: pisanje jasnih, slogovno dobrih besedil z obrazložitvijo stališč, npr. cilji, vsebina projekta, utemeljitev, poročila. 	<p>thoughts and viewpoints when representing and defending projects, discussions of agreements, presentations at international meetings.</p> <ul style="list-style-type: none"> • Spoken production: clear and detailed descriptions on business and research projects, e.g. parts of a project. • Writing: writing clear, well structured texts which explain standpoints, e.g. aims, objectives, contents of a project, argumentation, reports.
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Temeljni literatura in viri / Readings:

<p>Weiss, E. H. (2005). <i>The elements of international English style: a guide to writing correspondence, reports, technical documents, and internet pages for a global audience</i> (str. XVII, 162). M. E. Sharpe.</p> <p>Hornby, A. S. (2020). <i>Oxford advanced learner's dictionary of current English</i> (10th ed., str. XII, 1820, 87 loč. pag.). Oxford University Press.</p> <p>Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve. The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.</p>
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Cilji in kompetence:

<p>Cilj predmeta je usposobiti študente za poglobitev znanja na področju izvajanja mednarodnih projektov (stopnja B2 CEF): razumevanje dolgih, zapletenih napotkov za pisanje projektov, specializiranih besedil v prijavih na projekte, natančno oblikovanje misli in pogledov, naravno izražanje v situacijah, v katerih predstavljamo projekte, izvajanje zaključkov, pisanje jasnih, dobrih projektnih utemeljitev v prepričljivem slogu.</p>

Objectives and competences:

<p>Objectives of the course are to improve knowledge of English language in the field of EU projects (CEF B2): students can understand extended, complicated instructions for project writing, specific texts of project applications, give clear and detailed descriptions of their viewpoints and write clear and detailed texts, natural speech in situations when representing the projects, make conclusions, write clear and well defined project argumentation in a convincing style.</p>
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Predvideni študijski rezultati:

<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"> • razumeti daljše govorjenje na področju projektne organiziranja, priprava pogodb, sestankov,
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Intended learning outcomes:

<p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"> • understand extended speech in the field of project organization, • making contracts, organizing meetings,



<ul style="list-style-type: none"> • brati dolga, zapletena besedila in poročila z veliko podatki, • se govorno jasno in natančno izražati, • jasno in natančno opisati zapleten projekt, problem, pogodbo, • napisati jasen, slogovno dober in prepričljiv projekt. <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> • Spretnosti komuniciranja. • Delo v skupini: reševanje skupnih nalog in problemov, sodelovalno učenje. 	<ul style="list-style-type: none"> • understand long, complicated texts and reports with extensive data, • actively speak about topics connected with EU projects, • give clear and detailed descriptions of projects, problems, contracts, • write a clear and precise project. <p><u>Transferable / key skills and other attributes:</u></p> <ul style="list-style-type: none"> • Communication skills. • Working in groups: solving common tasks and problems, collaborative learning.
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • seminarsko delo (analiza besedil z diskusijo), • jezikovne vaje (jezikovno ozaveščanje), • simulacije, igre vlog, • študentova jezikovna mapa. <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<ul style="list-style-type: none"> • seminar work (text analysis and discussion), • language development (language awareness activities), • simulation, roleplay, • student portfolio. <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %) Assessment:

<ul style="list-style-type: none"> • Pisni izpit • Ustni izpit 	<p>70%</p> <p>30%</p>	<ul style="list-style-type: none"> • Written exam • Oral exam
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Reference nosilca / Lecturer's references:

<p>JEVTIČ, Iva. Pseudo-mulier : razpotja vere in spola v Zrcalu preprostih duš Margarete Porete = Pseudo-mulier : the crossroads of gender and faith in Marguerite Porete's The mirror of simple souls. V: REPAR, Primož (ur.). <i>Tesnoba in dejanje v luči eksistencialne antropologije : mednarodna filozofska delavnica in osma konferenca Kierkegaard 2020 : [Ljubljana, 29. 8. - 2. 9. 2020]</i>. Ljubljana: KUD Apokalipsa: Srednjeevropski raziskovalni inštitut Soeren Kierkegaard, 2021. Str. 201-202. Zbirka Revija v reviji, 17, Posebna izdaja revije Apokalipsa in Srednjeevropskega raziskovalnega inštituta Soeren Kierkegaard Ljubljana. ISBN 978-961-7054-43-9. [COBISS.SI-ID 143172355]</p> <p>JEVTIČ, Iva. <i>Milost</i>. Koper: KUD AAC Zrakogled, 2023. 63 str. ISBN 978-961-7166-06-4. [COBISS.SI-ID 146967555] nagrada: Veronikina nagrada, 2023</p> <p>JEVTIČ, Iva (intervjuvanec). Veselje do književnosti so ji privzgojili že doma : Iva Jevtič. <i>Celjan</i>. 30. avg. 2023, št. 1181, str. 13, portret. ISSN 1580-5182. [COBISS.SI-ID 168913667]</p> <p>JEVTIČ, Iva (avtor, pripovedovalec). <i>Težnost</i>. Koper: KUD AAC Zrakogled, 2022. 1 spletni vir (1 zvočna datoteka (16 min, 34 sek)). ISBN 978-961-95373-4-3. https://l.audibook.si/Vw3IWurCHmb. [COBISS.SI-ID 93294083]</p> <p>JEVTIČ, Iva. Izrekanje resnice v Ogledalu preprostih izničenih duš Margarete Porete. <i>Clotho</i>. [Tiskana izd.]. 2021, letn. 3, št. 1, str. 77-99. ISSN 2670-6210. https://revije.ff.uni-lj.si/clotho/article/view/10168, Digitalna knjižnica Slovenije - dLib.si, DOI: 10.4312/clotho.3.1.77-99. [COBISS.SI-ID 79938307]</p>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Mednarodno pogodbeno pravo
Course title: International contract law

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/		
International business and sustainable development 7	/		

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: M-E-ICL

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer: zasl. prof. dr. Albin Igličar, doc. dr. Janez Žirovnik

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Pravo, ustava, človekove pravice.
- Pravni viri.
- Pravo EU.
- Institucije EU.
- Viri prava EU.
- Osnovni elementi pogodbe.
- Napake v pogodbah.
- Prodajna pogodba in nekatere druge najbolj pogoste mednarodne pogodbe.
- Statusno pravo.

Content (Syllabus outline):

- The law, the constitution and human rights.
- Sources of law.
- Law of EU.
- Institutions of EU.
- Sources of EU law.
- Basic elements of valid contracts.
- Mistakes in contracts.
- The sale of goods contract and some other most frequent International contracts.
- Company law.



Temeljni literatura in viri / Readings:

Žirovnik, J., & Knez, J. (2024). *International contract law: [internal study material]* (Elektronska izd.). IBS, Mednarodna poslovna šola.

https://www.ibs.si/sl/files/ugd/2c4c64_23aeae7c7544465b986ce6ad037fcfb5.pdf

Marson, J. (2011). *Business law* (2nd ed., str. XLVI, 594). Oxford University Press.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje pravnih značilnosti mednarodnega poslovanja, še predvsem v okviru Evropske unije.

Objectives and competences:

Objectives of the course are to develop understanding of legal particularities of international business, especially within the frame of the European Union

Predvideni študijski rezultati:

Znanje in razumevanje:
Po zaključku tega predmeta bo študent sposoben:

- navesti splošno obliko pogodb,
- razumeti pravne značilnosti, mednarodnega poslovanja.

Prenosljive / ključne spretnosti in drugi atributi:

- Razumevanje pravnih pravil na področju mednarodnega pogodbenega prava.

Intended learning outcomes:

Knowledge and understanding:
On completion of the course students will be able to:

- introduce the general form of the contracts,
- understand legal particularities of international business.

Transferable / key skills and other attributes:

- Understanding legal rules in the field of international business law.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov).

Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

- Lectures with active student participation of students (discussion, case study).

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.



Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> Pisni izpit 	100%	<ul style="list-style-type: none"> Written exam

Reference nosilca / Lecturer's references:

Dignitas : revija za človekove pravice. IGLIČAR, Albin (član uredniškega sveta 1999-). Ljubljana: Nova revija, 1999-Ljubljana: Nova revija, 1999-2010Kranj: Fakulteta za državne in evropske študije, 2010-2013Ljubljana: Fakulteta za slovenske in mednarodne študije, 2013-. ISSN 1408-9653. <https://www.dlib.si/details/URN:NBN:SI:spr-PFDPDLU7>, [Digitalna knjižnica Slovenije - dLib.si](https://www.dlib.si). [COBISS.SI-ID [98923520](#)]

IGLIČAR, Albin. Spreminjanje ustave in zakonodajna politika. V: RIBIČIČ, Ciril, KONČAN, Domen. *Spreminjanje ustave*. Ljubljana: Inštitut za ustavno pravo, 2023. Str. 69-80. ISBN 978-961-94509-2-5. <http://ustava.si/wp-content/uploads/2023/09/Spreminjanje-ustave-WEB-1.pdf>. [COBISS.SI-ID [167934723](#)]

Igličar, A. (2021). *Zakonodajna politika* (1. natis, Let. 56, str. 517). Lexpera, GV založba.

Žirovnik, J., & Knez, J. (2024). *International contract law: [internal study material]* (Elektronska izd.). IBS, Mednarodna poslovna šola.

https://www.ibs.si/sl/files/ugd/2c4c64_23aeae7c7544465b986ce6ad037fcfb5.pdf



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Sodobne usmeritve v marketingu
Course title:	Contemporary marketing strategies

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/		
International business and sustainable development 7	/		

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: M-E-MAR

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer: red. prof. dr. Svetlana Mihić

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Paradoksi v globalnem marketingu.
- Pregled ekonomsko političnih in kulturnih razlik med trgi.
- Globalno pozicioniranje in branding.
- Vrednote in kultura.
- Kulturne dimenzije.
- Kultura in potrošniško vedenje.
- Kultura in komuniciranje.
- Kultura in oglaševanje.
- Študije primerov.

Content (Syllabus outline):

- The paradoxes in global marketing.
- A review of political economic and cultural differences between markets.
- Global positioning and branding.
- Values and culture.
- Dimensions of culture.
- Culture and consumer behaviour.
- Culture and communication.
- Culture and advertising.
- Case studies.



Temeljni literatura in viri / Readings:

Mooij, M. K. de. (2010). *Global marketing and advertising: understanding cultural paradoxes* (3rd ed., str. XVIII, 323). Sage.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje in sposobnost razvoja marketinške strategije in načrtov v različnih mednarodnih tržnih okoljih.

Objectives and competences:

Objectives of the course are to develop understanding and ability to conceive marketing strategy and plans in different international market environments.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti razlike med globalnimi trgi,
- uporabiti prave okvire za kritično analizo in presojo stanja na globalnih in mednarodnih trgih,
- spoznati in oceniti potencialne težave in možnosti pri implementiranju marketinških strategij v mednacionalna okolja.

Prenosljive / ključne spretnosti in drugi atributi:

- Sposobnost timskega dela.
- Sposobnost razumevanja in razvoja marketinških strategij v različnih mednarodnih okoljih.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand differences among global markets,
- use appropriate frameworks to analyse, assess and critically appraise global and international marketing situations,
- recognize and evaluate potential difficulties and opportunities involved in implementing strategy in multinational environments.

Transferable / key skills and other attributes:

- Team work ability.
- Ability to understand and develop marketing strategies in different international organizations.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (diskusija).
- Študijski primeri.

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi

Learning and teaching methods:

- Lectures with active student participation (discussion)
- Case studies

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective



poučevanja in učenja v virtualnem učnem okolju.

teaching and learning approaches within the virtual learning environment.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> Pisni izpit 	100%	<ul style="list-style-type: none"> Written exam

Reference nosilca / Lecturer's references:

MIHAJLOVIĆ Milan, MIHIĆ, Svetlana Đ OSUCH Julija SUSTAINABLE PRODUCTION AND SUPPLY CHAINS IN POSTPANDEMIC PERIOD page 191- 198INTERNATIONAL scientific conference “Sustainable economic transformation in the postpandemic period” (2021 ;Sremska Kamenica, Novi Sad) Proceedings from the International scientific conference “Sustainable economic transformation in the postpandemicperiod”, Novi Sad, Sremska Kamenica, 15th October 2021 / editorMarko Malovic. - Sremska Kamenica : Educons University, 2021 (Novi Sad : Tampograf). - 199 str. : ilustr. ; 24 cm ISBN 978-86-6229-026-7 COBISS.SR-ID 49707529 CIP - Каталогizacija u publikaciji

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<https://educons.edu.rs/wp-content/uploads/2021/11/2021-zbornik.pdf>

Svetlana Mihic, Toma Dasic, Velimir Dedic PRIMENA NOVIH TEHNOLOGIJA

U MENADŽMENTU I EKONOMIJI - ANTIM 2024. Zbornik radova, Vol 1. THE NEW ERA OF DIGITAL MARKETING – NOTHING WILL BE THE SAME IN MARKETING pp 333- 348 ISBN 978-86-82650-00-3

MSc Toma Dašić, Prof.dr Svetlana Mihić „Application of holistic marketing in the formulation of a business concept of agricultural producers from south Serbia” Economics of Agriculture, Year 69, No. , 2022, Economics of Agriculture, Year 69, No. 4, 2022, (pp. 1109-1124), Belgrade UDC 658.8:338.435(497.11-13) Економика пољопривреде (Online) = ISSN 2334-8453 ISSN 0352-3462 = Економика пољопривреде(1979) COBISS.SR-ID 27671

<http://bsaae.bg.ac.rs/images/Ekonomika%20kompletna/2022/EP%204-2022lq.pdf%20>

<https://www.iep.bg.ac.rs/sr/izdanja/casopisi/ekonomika-poljoprivrede-casopis/ekonomika-poljoprivrede>



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Usklajevanje dela in družine
Course title: Balance of business and family

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/		
International business and sustainable development 7	/		

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: M-E-BBF

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
50	0	20	0	0	70	5

Nosilec predmeta / Lecturer: red. prof. dr. Maja Meško

Jeziki / Languages: **Predavanja / Lectures:** Slovenski, angleški/Slovene, English
Vaje / Tutorial: Slovenski, angleški/Slovene, English

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

/

Prerequisites:

/

Vsebina:

- Politika enakih možnosti in družinska politika.
- Usklajevanje družinskih in poslovnih obveznosti.
- Strategije usklajevanja v družinah z majhnimi otroki.
- Organiziranje in koordiniranje (krajši delovni čas, mreža sorodnikov).
- Načini za ustvarjanje pozitivnega vedenja in dobrega čustvenega počutja.
- Načini za vključevanje vedenjskih politik, vodenja sprememb v družinah.
- Študije primerov o ustreznih praktičnih pristopih kot določitev pravil, nagrad,

Content (Syllabus outline):

- Policy of equal opportunities and family policy.
- Balance of family and business duties.
- Strategy of balance in families with small children.
- Organization and coordination of both spheres (part-time work, network of relatives).
- A model of approaches to develop positive behaviours and emotional well-being.
- Ways of including behaviour policies, management of change in families.



<p>omejitev, komuniciranja, organiziranje učenja.</p>	<ul style="list-style-type: none"> • Case studies on appropriate practical approaches such as establishment of rules and procedures, rewards and limits, communication skills, organization of learning.
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Temeljni literatura in viri / Readings:

Bertolini, S., & Poggio, B. (Eds.). (2022). *Research handbook on work–life balance: Emerging issues and methodological challenges*. Edward Elgar Publishing.

Izvajalci predmeta bodo sproti pripravljali/posodabljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

The lecturer will prepare/update teaching materials on an ongoing basis, which will be adapted to the needs of the curriculum, program, profession and employment opportunities.

Cilji in kompetence:

Cilj predmeta je usposobiti študente za razumevanje potreb po usklajevanju družinskih in poslovnih obveznosti in strategij, s pomočjo katerih lahko dosežejo uspešnejše rezultate na obeh področjih življenja ter za razumevanje faktorjev, ki lahko vplivajo na družbeni, čustveni in vedenjski razvoj otrok.

Objectives and competences:

Objectives of the course are to develop understanding the need to balance business and family duties and strategies with which it is possible to achieve better results in both spheres of life and understanding factors that can influence social, emotional and behavioural development of children.

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumeti politiko enakih možnosti v družini,
- razumeti nujnost usklajevanja družinskih in službenih obveznosti,
- spoznati različne strategije usklajevanja v družinah z majhnimi otroki,
- spoznati različne načine za organiziranje in koordiniranje prilagajanja obeh sfer.

Prenosljive / ključne spretnosti in drugi atributi:

- Zmožnost analize problemov in systemskega razmišljanja.
- Komunikacijske spretnosti.
- Sposobnost za uporabo teoretičnega znanja v praksi.

Intended learning outcomes:

Knowledge and understanding:

On completion of the course students will be able to:

- understand policy of equal opportunities in the family,
- understand the necessity to balance family and business duties,
- learn different strategies of balance of both spheres in families with small children,
- learn different ways of organization and coordination of both spheres.

Transferable / key skills and other attributes:

- Ability to analyze problems and systems thinking.
- Communication skills.
- Ability to use theoretical knowledge in practice.



Metode poučevanja in učenja:

<ul style="list-style-type: none"> • predavanja, • AV predstavitev, • praktični primeri, • aktivno skupinsko delo. <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<ul style="list-style-type: none"> • lectures, • AV presentations, • case studies, • team work with active participation. <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Seminarska naloga 	100%	<ul style="list-style-type: none"> • Seminar paper

Reference nosilca / Lecturer's references:

Papachashvili, N., Roblek, V., Meško, M., & Podbregar, I. (2023). Welfare state on the theoretical crossroads: analysis of the twenty-first-century studies. *International review of sociology*, 33(1), 23–38. <https://www.tandfonline.com/doi/full/10.1080/03906701.2023.2187832>

Videmšek, N., Vesnić, S., Djomba, J. K., Videmšek, M., & Meško, M. (2021). Stress and stress coping strategies among undergraduated students of the University of Ljubljana = Stres in obvladovanje stresa med študenti Univerze v Ljubljani. *Zdravniški vestnik*, 90(9/10), 467–477. <https://vestnik.szd.si/index.php/ZdravVest/article/view/2930/3416>

Nešić, A., Mitrović Veljković, S., Meško, M., & Bertoncele, T. (2020). Correlation of trust and work engagement: a modern organizational approach. *Amfiteatru economic*, 22(14), 1283–1300. https://www.amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=1205



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Zaključno delo – magistrsko delo
Course title: Master thesis

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje in trajnostni razvoj 7	/	2	4
International business and sustainable development 7	/	2	4

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

/

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
0	0	0	0	0	810	30

Nosilec predmeta / Lecturer:

Nosilci posameznih predmetov

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški/Slovene, English

Vaje / Tutorial:

Slovenski, angleški/Slovene, English

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

Opravljenе študijske obveznosti po programu. Študent lahko v skladu s Pravilnik o postopku diplomiranja na študijskem programu prve in druge stopnje IBS Mednarodne poslovne šole Ljubljana prijavi temo zaključnega dela, kljub določenim manjkajočim študijskim obveznostim, ki pa jih mora zaključiti pred zagovorom zaključnega dela.

Prerequisites:

Completed study obligations according to the program. In accordance with the Rules on the Graduation Procedure for the first and second cycle study programmes of the IBS International Business School Ljubljana, the student may apply for the topic of the final thesis, despite certain missing study obligations, which must be completed before the defence of the final thesis.



Vsebina:

Magistrska naloga je pisni izdelek, ki je rezultat samostojnega strokovnega dela študenta ob mentorstvu visokošolskega učitelja. V nalogi študent celovito zajame področje študijskega programa. Študent nalogo zagovarja pred komisijo IBS.

Content (Syllabus outline):

Master thesis is a written work which is result of independent professional work of the student who is led by one of his teachers. Master thesis gives a complex presentation of one of the areas of the study programme. Student orally presents the thesis to a committee of IBS.

Temeljni literatura in viri / Readings:

- Študenti pri izdelavi magistrske naloge uporabijo večje število domače in tuje literature na področju, ki ga izberejo za predmet zaključnega dela.
- Students have to include a number of resources written by relevant Slovenian and foreign authors in the field chosen for the master thesis.

Cilji in kompetence:

Cilj zaključnega dela je študenta usposobiti:

- da razume in zna v praksi uporabiti znanje, ki ga je pridobil v okviru študijskega programa,
- da zna na področju mednarodnega poslovanja uporabiti teoretični in interdisciplinarni pristop,
- da zna kritično obravnavati strokovne probleme,
- da pri strokovnem in raziskovalnem delu uporablja ustrezne kvantitativne in kvalitativne metode,
- da je sposoben kreativno razmišljati in reševati probleme
- da zna uporabiti informacijsko tehnologijo in poiskati ustrezne informacije.

Objectives and competences:

Objectives of the master thesis are to make student:

- understand and practically use the knowledge acquired within the study programme,
- apply the theoretical and interdisciplinary approach in the field of international business,
- critically deal with professional problems,
- use appropriate quantitative and qualitative research methods within professional and research work,
- think creatively and solve problems,
- use information technology and search for appropriate information.



Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku zaključnega dela bo študent sposoben:

- razumeti teorijo mednarodnega poslovanja in trajnostnega razvoja in jo uporabiti v praksi,
- kritično obravnavati strokovne probleme,
- pri raziskovanju uporabljati ustrezne raziskovalne metode,
- kreativno reševati probleme v zvezi z mednarodnim poslovanjem in trajnostnim razvojem,
- iskati informacije v slovenskem in angleškem jeziku.

Prenosljive / ključne spretnosti in drugi atributi:

- sposobnost analize in sinteze
- sposobnost raziskovalnega dela
- sposobnost povezovanja teorije in prakse

Intended learning outcomes:

Knowledge and understanding:

On completion of the final thesis students will be able to:

- understand the theory of international business and sustainable development and its use in practice
- critically deal with professional problems
- use appropriate research methods within research activities
- creatively solve problems connected with international business and sustainable development
- search for information in Slovenian and in English language

Transferable / Key skills and other attributes:

- ability of analysis and synthesis
- ability to conduct research work
- ability to connect theory and practice

Metode poučevanja in učenja:

- Predavanja o izdelavi magistrske naloge
- Konzultacije s predavateljem

Learning and teaching methods:

- Lectures about how to produce the master thesis
- Consultations with the mentor

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • ocena pisnega izdelka • ocena zagovora zaključnega dela 	<p>80%</p> <p>20%</p>	<ul style="list-style-type: none"> • assessment of the written work • assessment of the oral presentation

Reference nosilca / Lecturer's references:

Predstavljene pod nosilci posameznih predmetov.