



**IBS Mednarodna poslovna šola Ljubljana**

Mencingerjeva 7  
1000 Ljubljana

tel: 00386 40 561 896  
spletni naslov: [www.ibs.si](http://www.ibs.si)  
e-pošta: [info@ibs.si](mailto:info@ibs.si)

<b>OPIS PREDMETA / COURSE SYLLABUS</b>	
<b>Predmet:</b>	Strateški management mednarodnega podjetja
<b>Course title:</b>	Strategic management of international company

Študijski program/stopnja Study programme/level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 6.1	International business	1	1

<b>Vrsta predmeta: obvezni/izbirni</b> <b>Course type: obligatory/elective</b>	Obvezni/obligatory
-----------------------------------------------------------------------------------	--------------------

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj/total contact hours	Samost. delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
40		30	70	70	140	5

<b>Nosilec predmeta / Lecturer:</b>	<b>Viš. pred. mag. Iris Fink Grubačević</b>
-------------------------------------	---------------------------------------------

Jeziki	Languages
Predavanja/vaje: slovenski, angleški	Lectures/tutorial: Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
Opravljena seminarska naloga	Completed seminar work

Vsebina:	Contents (Syllabus outline):
<ul style="list-style-type: none"> <li>- Menedžment in organizacija: organizacija-menedžment in menedžerji – dejavnost menedžerjev – sodelavci in organizacija</li> <li>- Organizacija in umestitev v okolje, širše in ožje zunanje okolje organizacije, PORTER-jev diagram, PEST analiza</li> <li>- Okoljski vidiki in strateški management</li> <li>- Načrtovanje politike organizacije: model politike organizacije – strateško načrtovanje in analiziranje</li> </ul>	<ul style="list-style-type: none"> <li>- Management and organization: organization – management and managers – manager activities – employees and organization</li> <li>- Organizations and relations to environment, PORTER diagram, PEST analysis</li> <li>- Environmental aspects and strategic management</li> <li>- Organization policy planning – policy models – strategic planning and analysis</li> <li>- Basic policy of the organization:</li> </ul>



## IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7  
1000 Ljubljana

tel: 00386 40 561 896  
spletni naslov: [www.ibs.si](http://www.ibs.si)  
e-pošta: [info@ibs.si](mailto:info@ibs.si)

<ul style="list-style-type: none"> <li>- Temeljna politika organizacije: interesi, vizija, smotri in poslanstvo organizacije – vrednote: kulture organizacij in okolij, etika menedžmenta</li> <li>- Razvojna politika organizacije: razvojna politika - poslovni model – urejenost organizacije – structure – infrastrukturni sistemi organizacije</li> <li>- Sprotna politika organizacije: sprotne dejavnosti organizacije – procesi - gospodarjenje s sredstvi</li> <li>- Menedžment spreminjanja: organizacija vpliva in se odziva na širše in ožje zunanje okolje organizacije – spreminjanje časovne okvirnosti politike organizacije – spreminjanje temeljne politike organizacije – spreminjanje razvojne politike – spreminjanje sprotne politike</li> <li>- Vpliv globalizacije na menedžment v javnem sektorju</li> </ul>	<p>interests, vision, core objectives and mission of the organization – values: organization and environment culture, ethics of management</p> <ul style="list-style-type: none"> <li>- Development policy of the organization: development policy – business model – organization structuring – infrastructural systems of organization</li> <li>- Current policy of the organization: current activities of the organization – processes – means management</li> <li>- Change management: organizations effect and respond to the wide and near outer business environment – changing and the time dimension of the organization policy – basic policy change – development policy change – current policy change</li> <li>- Influence of globalization on management in public administration</li> </ul>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><b>Temeljni študijski viri / Readings:</b></p>	
<p>Biloslavo R.: Strateški management in management spreminjanja. Koper: Fakulteta za management, 2006. Hitt M. A., Ireland R. Duane: Strategic management. Mason, OH: Thomson/South-Western, 2007.</p>	
<p>Izvajalci predmeta bodo sproti pripravljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.</p>	
<p>Lecturers will continuously prepare textbooks adapted to the needs of the syllabus, programme, field of activity and employment possibilities.</p>	

<p><b>Cilji in kompetence:</b></p>	<p><b>Objectives and competences:</b></p>
<p>Cilj predmeta je usposobiti študente za strateško načrtovanje, organiziranje, usmerjanje in nadziranje v sodobnih organizacijah.</p>	<p>Objectives of the course are to teach students strategic planning, organizing, directing and control in contemporary organizations.</p>



## IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7  
1000 Ljubljana

tel: 00386 40 561 896  
spletni naslov: [www.ibs.si](http://www.ibs.si)  
e-pošta: [info@ibs.si](mailto:info@ibs.si)

<b>Predvideni študijski rezultati:</b>	<b>Intended learning outcomes:</b>
<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"> <li>- razumeti in razložiti pomen organizacije in menedžmenta</li> <li>- umestiti organizacijo v širše in ožje zunanje okolje</li> <li>- uporabiti orodja strateške analize kot sta PORTER-jev diagrad in PEST analiza</li> <li>- povezati politične, ekonomske, socialne, tehnološke, kulturne, ekološke vidike s strateškim načrtovanjem</li> <li>- ločiti in razložiti povezanost med lastniki, menedžerji, zaposlenimi in ostalimi udeleženci</li> <li>- ločiti in razumeti povezavo med vizijo, smotri, ostalimi cilji, poslanstvom organizacije in operativnim poslovanjem</li> <li>- opredeliti in razložiti vloge med lastniki, menedžerji, zaposlenimi pri razvoju in uresničevanju strategij</li> <li>- razumeti in razložiti pojem strateškega planiranja, organiziranja, vodenja in nadzora v organizaciji</li> <li>- razumeti in razložiti concept politike organizacije - temeljne, razvojne, sprotne</li> <li>- razumeti koncepte sredstev, virov in dejavnosti v organizaciji</li> <li>- razumeti in razložiti menedžment sprememb, vplivanja in odzivanja organizacij na spremembe</li> </ul> <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> <li>- komunikacijske spretnosti</li> <li>- sposobnost za uporabo teoretičnega</li> </ul>	<p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"> <li>- understand and explain the meaning of the organization and management</li> <li>- relate organization within wide and near outer business environment</li> <li>- to use PORTER and PEST analysis as a support to strategic planning</li> <li>- relate political, economical, social, technological, cultural, ecological aspects with the planning</li> <li>- differ and explain relations between owners, managers, employees, and other participants</li> <li>- differ and understand relations between vision, core-objectives, other objectives, mission and management on the operational level</li> <li>- define and explain roles between owners, managers, employees at strategy development and realization</li> <li>- understand and explain strategic planning, organizing, leading and controlling in the organization</li> <li>- understand and explain the concept of the basic, development, current policy of the organization</li> <li>- understand the concepts of means, resources and activities within the organization</li> <li>- understand and explain change management, effects and responses of the organization on the changes</li> </ul> <p><u>Transferable / Key skills and other attributes:</u></p>



## IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7  
1000 Ljubljana

tel: 00386 40 561 896  
spletni naslov: [www.ibs.si](http://www.ibs.si)  
e-pošta: [info@ibs.si](mailto:info@ibs.si)

znanja v praksi	<ul style="list-style-type: none"><li>- communication skills</li><li>- ability to use theoretical knowledge in practice</li></ul>
-----------------	-----------------------------------------------------------------------------------------------------------------------------------

<b>Metode poučevanja in učenja:</b> <ul style="list-style-type: none"><li>• Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov)</li><li>• Timsko delo študentov, reševanje primerov in poročanje</li></ul>	<b>Learning and teaching methods:</b> <ul style="list-style-type: none"><li>• Lectures with active student participation (discussion, case studies)</li><li>• Team work of students, solving case studies and reports</li></ul>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Načini ocenjevanja:</b>	<b>Delež (v %)</b> <b>Weight (in %)</b>	<b>Assessment:</b>
- končni pisni izpit	50 %	Final written exam
- seminarska naloga	50 %	Individual and team seminar work