



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodno poslovanje
Course title:	International business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 1. st VS	Mednarodno poslovanje s tujimi jeziki / International business with foreign languages Mednarodno poslovanje s trajnostnim razvojem / International business with sustainability Mednarodno poslovanje in javna uprava / International business and public administration	3	5, 6

Vrsta predmeta Course type	Obvezni/obligatory
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Univerzitetna koda predmeta University course code	B-3-IB
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Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj Total contact hours	Samostojno delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
60		80	140	140	280	10

Nosilec predmeta / Lecturer:	doc. dr. Sandi Knez
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Jeziki	Languages
Predavanja/vaje: slovenski, angleški	Lectures/tutorial: Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
Pogoj za pristop k izpitu je opravljena seminarska naloga.	The prerequisite for taking the exam is the completion of the seminar assignment.



Vsebina:	Contents (Syllabus outline):
<ul style="list-style-type: none">- Pomen mednarodnega poslovanja v poslovnem svetu.- Procesi globalizacije in vpliv na mednarodno poslovanje.- Slovenija in mednarodno poslovanje.- Internacionalizacija podjetij.- Vzroki za mednarodno poslovanje.- Dejavniki mednarodne konkurenčnosti.- Oblike uravnavanja mednarodnega poslovanja.- Načini in oblike mednarodnega poslovanja.- Tveganja v mednarodnem poslovanju.- Financiranje v mednarodnem poslovanju.- Mednarodna trgovina, marketing in mednarodno poslovanje.- Marketinški menedžment v mednarodnem poslovanju.- Oblikovanje cene in kalkulacije v mednarodnem poslovanju.- Mednarodna logistika in klavzule Incoterms.- Vodenje procesov v internacionalnem podjetju.- Prihodnost mednarodnega poslovanja in globalizacije.	<ul style="list-style-type: none">- Meaning of the international business in the modern world.- Globalization processes and their influence on the international business.- Slovenia and international business.- Internationalization of the companies.- Reasons for the international business.- Factors of the international competitiveness.- Ways of regulations in the international business.- Ways and forms of international business.- Risks in the international business.- Financing in the international business.- International trade, marketing and international business.- Marketing management in the international business.- Price formation and calculations in the international business.- International logistics and Incoterms clauses.- Managing of business in the international company.- Future of the international business and globalization.

Temeljni literatura in viri / Readings

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

Zalaznik, M., Lisjak, M., Pfajfar, G., & Ekar, A. (2006). *Mednarodno poslovanje (str. 175)*. Ekonomska fakulteta.

Jansson H. (2007): *International business strategy in emerging country markets*. Cheltenham (UK), Northampton (MA): E.Elgar.

Czinkota M.R., Ronkainen I.A., Moffet M.H. (2005): *International business*. Mason (Ohio): Thomson/South Western.



Cilji in kompetence:	Objectives and competences:
<p>Študenti pri tem predmetu:</p> <ul style="list-style-type: none">- Osvojijo pojme sodobnega mednarodnega poslovanja in procesov globalizacije.- Spoznajo dejavnike tveganj v mednarodnem poslovanju.- Osvojijo temeljna znanja s področja marketinga.- Spoznajo aktivnosti v mednarodnem tržnem prostoru in povezave med njimi.	<p>Students in this course:</p> <ul style="list-style-type: none">- They master the concepts of modern international business and globalization processes.- Learn about risk factors in international business.- They acquire fundamental knowledge in the field of marketing. <p>They learn about activities in the international market space and the connections between them.</p>

Predvideni študijski rezultati:	Intended learning outcomes:
<p>Znanje in razumevanje: <u>Študenti po zaključku tega predmeta:</u></p> <ul style="list-style-type: none">- Opišejo temeljne pojme mednarodnega poslovanja.- Razlikujejo temeljne značilnosti mednarodnega poslovanja in marketinga.- Se zavedajo tveganj v mednarodnem poslovanju.- Se naučijo razložiti povezave med politiko podjetja in strateškim managementom. <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none">- Sposobnost kakovostnega individualnega in timskega dela- Sposobnost iskanja relevantnih virov informacij, analize, sinteze, prognoze ter predvidevanje rešitev in posledic	<p>Knowledge and understanding: <u>Students after completing this course:</u></p> <ul style="list-style-type: none">- They describe the basic concepts of international business.- They distinguish the fundamental characteristics of international business and marketing.- They are aware of the risks in international business. <p>They learn to explain the connections between company policy and strategic management.</p> <p><u>Transferable / key skills and other attributes:</u></p> <ul style="list-style-type: none">- The ability to work in a high-quality individually and in team-oriented manner- The ability to find relevant sources of information, analysis, synthesis, forecasting and predicting solutions and consequences
<p>Metode poučevanja in učenja:</p> <ul style="list-style-type: none">- Predavanje- Seminarske vaje- Študija primera	<p>Learning and teaching methods:</p> <p>Lecture Seminar exercises Case study</p>



Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
- seminarska naloga	20 %	- seminar paper
- končni pisni izpit	80 %	- final written exam

Reference nosilca / Lecturer's references:

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

Knez, S. (2024). Accounting and finances: internal study material (Elektronska izd.). IBS, International Business School.

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

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

KNEZ, Sandi. *Elementi notranjega podjetništva pri izvajanju programa "mladi raziskovalci iz gospodarstva"* : magistrsko delo. Ljubljana: [S. Knez], 2010. 103 f., ilustr. [COBISS.SI-ID [512796802](#)]

VIDIC, Franci, VADNJAL, Jaka, KNEZ, Sandi. *Podjetništvo : [višješolski učbenik]*. Ljubljana [i. e. Maribor: Doba, Višja strokovna šola], 2008. 103 str., ilustr. Višješolski strokovni program Ekonomist. [COBISS.SI-ID [512756098](#)]

VIDIC, Franci, KNEZ, Sandi. *Priročnik za pripravo poslovnega načrta : študijsko gradivo*. Ljubljana: GEA College - Center višjih šol, 2007. 53 f., ilustr. [COBISS.SI-ID [512469378](#)]