

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Upravljalna ekonomika
Course title	Managerial Economics

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje in poslovanje 1	Upravljanje in poslovanje	3.	5.
Business and Management 1	Business and Management	3 rd	5 th

Vrsta predmeta/Course type modularni/module

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30		30			90	6

Nosilec predmeta/Lecturer: Izr. prof. dr. Laura Južnik Rotar

Jeziki/ Predavanja/Lectures: slovenski/Slovenian
Languages: Vaje/Tutorial: slovenski/Slovenian

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

<ul style="list-style-type: none"> Pogoj za vključitev v delo je vpis v 3. letnik študija. Pred pristopom k izpitu mora študent pripraviti in predstaviti seminarsko nalogo. 	<ul style="list-style-type: none"> The prerequisite for participation is enrolment in the third year of study. Students should prepare and present their seminar papers before the examination.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> <i>Upravljalna ekonomika.</i> Analiza sedanje vrednosti in podjetniški časovni horizont. Bodoča vrednost. Sedanja vrednost. Oportunitetni diskontni faktor. Neto sedanja vrednost. Časovni horizont. Analiza pričakovane vrednosti. Cilji podjetja in kriteriji odločanja. Odločanje v razmerah tveganja in negotovosti. Drevo odločanja. Merjenje tveganja. Izbor projektov ob upoštevanju tveganja. <i>Obnašanje porabnikov in povpraševanje.</i> Spremembe cen in zakon povpraševanja. Spremembe dohodka porabnikov in zakon povpraševanja. Spremembe preferenc porabnikov in zakon povpraševanja. Ocena povpraševanja. <i>Stroški in optimalno podjetništvo</i> 	<ul style="list-style-type: none"> <i>Managerial Economics.</i> Present value analysis and entrepreneurial time horizon. The future value. The current value. Opportunity discount factor. Net present value. Time horizon. Analysis of the expected value. Corporate objectives and decision criteria. Decision-making under conditions of risk and uncertainty. Decision tree. Measurement of risk. Selection of projects subject to risk. <i>The behaviour of consumers and demand.</i> Price changes and law of demand. Changes in consumer income and demand law. Changes in consumer preferences and the law of demand. Assessment of demand. <i>The costs and optimize business</i>
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<p><i>odločanje</i>. Ekonomski in računovodski vidik stroškov. Ocenjevanje in napovedovanje stroškov. Ocena kratkoročnih stroškovnih funkcij. Ocenjevanje dolgoročnih stroškov. Napoved stroškov. Minimiziranje stroškov s pomočjo linearnega programiranja.</p> <ul style="list-style-type: none"> • <i>Metodološki vidiki stroškovne vrednosti učinkov</i>. Značilnosti in uporabnost različnih kakovostnih postopkov vrednotenja učinkov. Vplivi različnih postopkov izračunavanja stroškov na gospodarjenje. Ugotavljanje stroškovne vrednosti učinkov pri različnih vrstah proizvodnje, metodah vrednotenja in sistemih stroškov. • <i>Podjetniška politika cen</i>. Določanje cen s pomočjo pribitka. Oblikovanje cen na obstoječih trgih. Tržno pozicioniranje. Politika cen novih proizvodov. Konkurenčni razpisi in cenovno kotiranje. • <i>Strateške menedžerske odločitve</i>. Učinki vstopa v panogo na ceno in obseg proizvodnje. Učinek učenja. Oglaševanje in promocija. Kakovost. • <i>Podjetniška organizacijska politika</i>. Vertikalna integracija v okviru tehnologije s fiksnimi odnosi. Vertikalna integracija v okviru tehnologije s spremenljivimi odnosi. • <i>Pogodbene alternative lastninske integracije</i>. Cenovne pogodbe. Necenovne pogodbe. • <i>Notranja struktura podjetja</i>. Prednosti notranje organiziranosti. Vrste organizacij – organizacijske strukture. • <i>Finančna struktura podjetja</i>. Ocena gotovinskega toka posameznega projekta. Ocenjevanje investicijskih projektov. Stroški kapitala v podjetju. Model določanja cen premoženja. Optimalne strukture kapitala v podjetju. Politika dividend. 	<p><i>decisions</i>. Economics and accounting costs. Assessing and predicting costs. Assessment of short-term cost function. Evaluation of long-term costs. Forecast costs. Minimizing costs through linear programming.</p> <ul style="list-style-type: none"> • <i>Methodological aspects of cost-value effects</i>. Features and usability of different quality evaluation procedures to value effects. Effects of different cost accounting procedures on the economy. Determination of cost-value effects for different types of production, evaluation methods and different systems of costs. • <i>Corporate pricing policy</i>. Pricing through the surcharge. Pricing on existing markets. Market positioning. Price policy of new products. Competitive tendering and price listing. • <i>Strategic managerial decisions</i>. Effects of entry into industry in price and output. The effect of learning. Advertising and promotion. Quality. • <i>Enterprise organizational policy</i>. Vertical integration of technology in the context of fixed relationships. Vertical integration of technology in the context of variable relationships. • <i>Contractual alternative of ownership integration</i>. Price contracts. Non-price contracts. • <i>Internal company structure</i>. The advantages of internal organization. Types of organizations - the organizational structures. • <i>Financial structure of company</i>. Evaluation of the project cash flow. Evaluation of investment projects. Cost of capital in the company. Assets pricing model. Optimal capital structure in the company. Dividend policy.
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Temeljna literatura in viri/Readings:

Salvatore, D. (2012). *Managerial Economics: Principles and Worldwide Applications*. New York: Oxford University Press.

Samuelson, W. in Marks, S. G. (2010). *Managerial Economics: International Student Version*. Hoboken: J. Wiley.

Tajnikar, M. (2004). *Upravljalna ekonomika*. Ljubljana: Ekonomska fakulteta.

Cilji in kompetence:

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- poznavanje in razumevanje procesov v poslovnem okolju podjetja, sposobnost za analizo, sintezo in predvidevanje rešitev ter posledic;
- usposobljenost za raziskovanje na področju upravljanja in poslovanja ter razvoj kritične in samokritične presoje;
- fleksibilna uporaba znanja v praksi;
- avtonomnost, (samo)kritičnost, (samo)refleksivnost, samoevalvacija in prizadevanje za kakovost;
- poznavanje in razumevanje utemeljitve in zgodovine temeljnih disciplin s področja ekonomije, podjetništva;
- sposobnost za reševanje konkretnih delovnih problemov na področju upravljanja in poslovanja z uporabo znanstvenih metod in postopkov;
- koherentno obvladovanje temeljnega znanja, pridobljenega pri obveznih predmetih ter sposobnost povezovanja znanja z različnih področij in njegova aplikativna uporaba pri implementaciji v praksi;
- razvoj veščin in spretnosti pri uporabi znanja na določenem strokovnem področju s pomočjo praktičnega usposabljanja;
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba pri reševanju konkretnih delovnih problemov.

Objectives and competences:

The learning unit mainly contributes to the development of the following general and specific competences:

- knowledge and understanding of processes in company's business environment, the ability for analysis, synthesis and forecasting solutions and consequences;
- proficiency for research in the field of management and operations and the development of critical and self-assessment;
- flexible use of knowledge in practice;
- autonomy, (self-) critical, (self-) reflexivity, self-evaluation and commitment to quality;
- knowledge and understanding principles of the fundamental disciplines in the field of economics, entrepreneurship and history of them;
- the ability to solve practical problems of working in the field of management and operations using scientific methods and procedures;
- coherent management of fundamental knowledge gained in obligatory courses and the ability to link the knowledge of various fields and apply it in practice;
- development of skills in the use of knowledge in a specific area of expertise through practical training;
- understanding and application of methods of critical analysis and development of theories and their applications to solve specific work problems.

Predvideni študijski rezultati:

Znanje in razumevanje:

Student/Študentka pozna in razume:

- temelje upravljalne ekonomike;
- analizo sedanje vrednosti in podjetniškega časovnega horizonta;
- ekonomske probleme, ki nastajajo zaradi redkosti proizvodnih virov;
- odločanje v razmerah tveganja in negotovosti;
- obnašanje porabnikov in povpraševanje na trgu;
- stroške v podjetju;
- ocenjevanje in napovedovanje stroškov v podjetju;

Intended learning outcomes:

Knowledge and understanding:

Students know and understand:

- the foundations of managerial economics;
- present value analysis and entrepreneurial time horizon;
- economic problems that arise due to the rarity of productive resources;
- decision-making under conditions of risk and uncertainty;
- consumer behaviour and market demand;
- costs in the company;
- evaluating and predicting the cost of the undertaking;

<ul style="list-style-type: none"> • metodološke postopke pri določanju stroškov in stroškovne vrednosti učinkov; • podjetniško politiko cen; • podjetniško organizacijsko politiko; • poslovne dogodke in odločitve z vidika učinkovitosti in uspešnosti poslovanja podjetja; • občutek odgovornosti in analitičnosti ter razvija sistematični pristop k reševanju problemov ter sposobnosti vzročno posledičnega razmišljanja. 	<ul style="list-style-type: none"> • methodological procedures for determining the costs and cost-effect values; • corporate pricing policy; • entrepreneurial organizational policy; • business events and decisions in terms of efficiency and performance of the company; • a sense of responsibility and analytical skills, and develops a systematic approach to problem solving and the ability to cause-effect thinking.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja;</i> • <i>vaje</i> v vsebinski povezavi s prakso; • <i>individualne konzultacije.</i> 	<ul style="list-style-type: none"> • <i>lectures;</i> • <i>tutorial</i> in connection with practice; • <i>individual consultations.</i>
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Načini ocenjevanja:

Delež (v %)
Weight (in %)

Assessment:

<p>Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • pisni (ustni) izpit • seminarska naloga s predstavitevijo in zagovorom 	<p>60</p> <p>40</p>	<p>Types (written examination, oral examination, coursework, project):</p> <ul style="list-style-type: none"> • written (oral) exam • seminar paper with presentation and defence
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