

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Analiza poslovanja
Course title	Business Analysis

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: Doc. dr. Malči Grivec

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 izpitom 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 project papers before the examination.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Pojem analize poslovanja.</i> Nastanek, razvoj in bistvo analize poslovanja. Metoda analize poslovanja. Faza opazovanja dejstev. Faza določanja problemov. Faza postavljanja hipotez. Faza logičnega preizkušanja hipotez. Faza praktičnega preizkušanja hipotez. Faza praktičnega preizkušanja modela. • <i>Vrste analiz poslovanja.</i> • <i>Viri podatkov za analizo poslovanja.</i> Izražanje pojavov v poslovanju. • <i>Spremljanje in ocenjevanje poslovanja.</i> Spremljanje in ocenjevanje osnovnih sredstev. Spremljanje in ocenjevanje zaposlenih. Spremljanje in ocenjevanje nabave. Spremljanje in ocenjevanje proizvodnje. Spremljanje in ocenjevanje prodaje. Spremljanje in ocenjevanje 	<ul style="list-style-type: none"> • <i>The concept of business performance analysis.</i> Origin, development and the essence analysis of business. The method of business analysis. Phase of facts observation. Phase of problems determination. Stage setting hypothesis. Phase of logical testing hypotheses. Phase of practical testing hypotheses. Phase of practical testing model. • <i>Types of business performance analysis.</i> • <i>Sources of data for business analysis.</i> Expression of the phenomena in the business. • <i>Monitoring and evaluation of operations.</i> Monitoring and evaluation capital assets. Monitoring and evaluating employees. Monitoring and evaluation of purchase. Monitoring and evaluation of production.
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<p>obratnih sredstev. Spremljanje in ocenjevanje financiranja. Spremljanje in ocenjevanje poslovnega uspeha in uspešnosti poslovanja.</p> <ul style="list-style-type: none"> • <i>Problemi poslovanja.</i> Poslovni problem in način njegovega odkrivanja. Poslovni problemi glede na raven pristojnosti za njihovo razreševnje. Poslovni problemi glede na strukturo. • <i>Celovito ocenjevanje podjetja z razvojnega vidika.</i> Celovita analiza prednosti in slabosti ter poslovnih priložnosti in nevarnosti podjetja. Portfeljska analiza. • <i>Organizacija analize poslovanja v podjetju.</i> Sistem analize poslovanja. Naloge in organizacija analitsko-načrtovalske enote. Urejanje dela analitika in profil analitika. • <i>Sodobni razvoji na področju analize poslovanja.</i> Sodobni tokovi v ali ob analizi poslovanja danes. Poglobljanje analiz v okviru delnih poslovnih politik kot ved in analiza poslovanja. Računovodska analiza in analiza poslovanja. Kontroling in analiza poslovanja. Benchmarking in analiza poslovanja. Reinženiring podjetja in analiza poslovanja. 	<p>Monitoring and evaluation of sales. Monitoring and evaluation of current assets. Monitoring and evaluation of finance. Monitoring and evaluation of business performance measurement.</p> <ul style="list-style-type: none"> • <i>The problems of business.</i> Business problem and method of detection. Business problems according to their level of competence for their solving. Business problems according to structure. • <i>A comprehensive assessment of business from a development perspective.</i> A comprehensive analysis of strengths and weaknesses and business opportunities and threats of enterprise. Portfolio analysis. • <i>Organization of business performance analysis in company.</i> System of business analysis. Functions and organization of analytical-planning unit. Edit the profile of the analyst and work of the analyst. • <i>Modern developments in the field of business performance analysis.</i> Contemporary trends in the business analysis today. Deepening the analysis in the policy as part of business studies and business analysis. Financial analysis and business performance analysis. Controlling and business performance analysis. Benchmarking and business performance analysis. Reengineering of enterprise and business performance analysis.
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Temeljna literatura in viri/Readings:

Bergant, Ž. (2013). Analiza poslovanja od teorije do prakse: (računovodski in finančni vidiki). Ljubljana : Inštitut za poslovodno računovodstvo.
 Pučko, D. (2006). Analiza poslovanja. 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;

Objectives and competences:

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

- knowledge and understanding of processes in the business environment of an organisation and the ability to analyse, synthesise and envisage solutions and their consequences;
- the capacity for research in the field of business and management as well as the

<ul style="list-style-type: none"> • avtonomnost, (samo)kritičnost, (samo)refleksivnost, samoevalvacija in prizadevanje za kakovost; • 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. 	<p>development of critical and self-critical assessment,</p> <ul style="list-style-type: none"> • flexible use of acquired knowledge in practice; • autonomy, (self-) critical, (self-) reflexivity, self-evaluation and commitment to quality; • the ability to solve practical problems of working in the field of business and management 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 theories as well as its application to solve specific work problems.
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- pozna in razume metodične prijeme analize poslovanja;
- pozna in razume poslovne probleme;
- pozna in razume soodvisnosti in razmerja v procesu poslovanja;
- pozna in razume ter ima sposobnost razčlenjevanja celote na dele z ugotavljanjem medsebojne pogojenosti in povezav med vzroki in učinki;
- pozna in razume ter ocenjuje analizo poslovanja;
- pozna in razume sodobne teoretične tokove na področju analize poslovanja;
- pozna, razume in ima sposobnost raziskovanja in pojasnjevanja ekonomske stvarnosti, njenih pojavov, odnosov, procesov in razvojnih tendenc;
- pozna, razume in uporablja pridobljeno znanje za razumevanje in obravnavanje poslovnih dogodkov in odločitev z vidika učinkovitosti in uspešnosti poslovanja podjetja;
- v povezavi z drugimi predmeti pogloblja občutek odgovornosti in analitičnosti ter razvijanje sistematičnega pristopa k reševanju problemov ter sposobnosti

Intended learning outcomes:

Knowledge and understanding:

Students:

- know and understand the methodical approaches of business analysis;
- know and understand business problems;
- know and understand the interdependencies and relationships in the business process;
- know, understand and possess the ability of breaking down the whole into parts by identifying inter-conditionality and the links between causes and effects;
- know and understand, as well as evaluate the business analysis;
- know and understand contemporary theoretical currents in the field of business performance analysis;
- know, understand and have the ability to research and to explain the economic reality of its phenomena, relationships, processes and development trends;
- know, understand and apply knowledge for the understanding and treatment of business events and decisions in terms of efficiency and performance of the company;
- in relation to other objects, students deepen their sense of responsibility and

vzročno-posledičnega razmišljanja.	develop analytical skills and a systematic approach to problem solving and the ability of 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>seminarske vaje v povezavi s prakso;</i> • <i>individualne konzultacije.</i> 	<ul style="list-style-type: none"> • <i>lectures;</i> • <i>tutorial in relation to practice;</i> • <i>individual consultations.</i>
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Delež (v %)

Načini ocenjevanja:

Weight (in %)

Assessment:

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