

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Poslovno okolje EU
Course title	EU Business Environment

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna ekonomija 2	Poslovna ekonomija	2.	3.
Business Economics 2	Business Economics	2 nd	3 rd

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
24		16				8

Nosilec predmeta/Lecturer: Izr. prof. dr. Franci Avsec

Jezik/ 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 drugi letnik študijskega programa. • Študent mora pred izpitom pripraviti in predstaviti raziskovalno nalogo. 	<ul style="list-style-type: none"> • The condition for inclusion is entry in the second year of study. • Student has to prepare, present and defend a research paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Globalizacijski trendi v svetu – pomen in vloga gospodarstva EU v globalnem gospodarstvu.</i> • <i>Konkurenčna strateška pozicija gospodarstva EU.</i> • <i>Zakonodajni okviri za poslovno okolje EU.</i> • <i>Strukturna organiziranost gospodarstva EU.</i> • <i>Kulturološke razlike in njihov vpliv na poslovno okolje EU.</i> • <i>Vpliv različnosti v doseženi stopnji gospodarskega razvoja na razvoj poslovnega okolja EU.</i> • <i>Različnost in soodvisnost gospodarstva v EU.</i> • <i>Pomen raziskovanja poslovnega okolja EU.</i> 	<ul style="list-style-type: none"> • <i>Globalization trends in the world - the importance and role of the EU economy in the global economy.</i> • <i>Competitive strategic position of the EU economy.</i> • <i>Legislative framework for the EU business environment.</i> • <i>Structural organization of the EU economy.</i> • <i>Cultural differences and their impact on the EU business environment.</i> • <i>Impact of diversity in the achieved level of economic development on the development of the EU business environment.</i> • <i>Diversity and interdependence of the economy in the EU.</i> • <i>The importance of researching the EU</i>
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<ul style="list-style-type: none"> • <i>Carinska zakonodaja v EU in njen vpliv na poslovno okolje EU.</i> • <i>Značilnosti in delovanje notranjega trga v EU.</i> • <i>Razvoj in oblikovanje strategij podjetja za uspešno poslovanje v poslovnem okolju EU.</i> • <i>Značilnosti notranjega poslovanja podjetij v poslovnem okolju EU.</i> • <i>Značilnosti mednarodnega poslovanja podjetij iz poslovnega okolja EU.</i> • <i>Značilnosti vloge in strategije slovenskega gospodarstva v poslovnem okolju EU.</i> 	<p><i>business environment.</i></p> <ul style="list-style-type: none"> • <i>Customs legislation in the EU and its impact on the EU business environment.</i> • <i>Characteristics and functioning of the internal market in the EU.</i> • <i>Development and design of the company strategies for successful business operations in the EU business environment.</i> • <i>Characteristics of the internal business of companies in the EU business environment.</i> • <i>Characteristics of international business operations in the EU business environment.</i> • <i>Characteristics of the role and strategy of the Slovenian economy in the EU business environment.</i>
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Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> • Boehm, W. in Lahodinsky, O. (2007). <i>Opa, Evropa!</i>, Ljubljana: SVEZ, Ministrstvo za šolstvo in šport, Zavod RS za šolstvo. • Gillingham, J. (2003). <i>European integration 1950-2003: super-state or new market economy?</i> Cambridge, New York: Cambridge University Press. • Ješovnik, P. (2000). <i>Evropska unija</i>. Koper: Fakulteta za management. • Mercado, S. et al. (2001). <i>European Business</i>. Harlow: Pearson Education. • Izbrani strokovni članki, publikacije in internetni viri s tematiko poslovanja v poslovnem okolju EU.

Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • razumevanje pomena in vloge gospodarstva EU v globalnem gospodarstvu; • razumevanje pomena in vloge strukturne organiziranosti gospodarstva EU; • razumevanje pomena in vloge zakonodajnih osnov za gospodarstvo v EU; • razumevanje različnosti in soodvisnosti gospodarstva v EU; • zmožnost razvijati in oblikovati strategije podjetij za poslovanje v poslovnem okolju EU; • zmožnost uporabe analitičnih orodij za raziskovanje poslovnega okolja v EU; • zmožnost razumevanja različnosti notranjih poslovnih okolij znotraj EU; • zmožnost razvoja primernih mehanizmov

Objectives and competences:

<p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • understanding the importance and role of the EU economy in the global economy; • understanding the importance and role of the structural organization of the EU economy; • understanding the importance and role of the regulatory framework for the EU economy; • understanding diversity and interdependence of the EU economy; • the ability to develop and design the companies' business strategy for operation in the EU business environment; • the ability to use analytical tools for researching the EU business environment;

<p>izvajanja poslovanja v poslovnem okolju EU;</p> <ul style="list-style-type: none"> • razumevanje vloge carine in carinskih postopkov v poslovnem okolju EU; • sposobnost razumevanja delovanja notranjega trga v EU; • sposobnost razumevanja in pomena različnosti kultur in različnih stopenj ekonomskega razvoja v poslovnem okolju EU; • prepoznavanje vloge in strategije slovenskega gospodarstva v poslovnem okolju EU. 	<ul style="list-style-type: none"> • the ability to understand the diversity of internal business environments within the EU; • the ability to develop the appropriate mechanisms for doing business in the EU business environment; • understanding the role of customs and customs procedures in the EU business environment; • the ability to understand the functioning of the internal market in the EU; • the ability to understand and value the diversity of cultures and different levels of economic development in the EU business environment; • recognition of the role and strategy of the Slovenian economy in the EU business environment.
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- razume vplive globalnega okolja na razvoj poslovnega okolja EU,
- razvije strokovne zmožnosti (kompetence) za analiziranje in razumevanje poslovnega okolja EU, ob upoštevanju poznavanja zakonodajnih okvirov poslovanja v okolju EU,
- razume kulturološke in strukturne razlike v poslovnem okolju EU,
- razume pomen različnosti kultur in različnih stopenj ekonomskega razvoja v poslovnem okolju EU,
- spozna strukturno organiziranost in delovanje podjetij v poslovnem okolju EU,
- zna razviti in oblikovati strategije podjetij za poslovanje v poslovnem okolju EU,
- spozna značilnosti notranjega poslovanja podjetij v poslovnem okolju EU,
- spozna značilnosti zunanjega poslovanja podjetij iz poslovnega okolja EU,
- razume pomen vloge in strategije slovenskega gospodarstva v poslovnem okolju EU.

Intended learning outcomes:

Knowledge and understanding:

Students:

- understand the global environment impacts on the development of the EU business environment,
- develop professional skills (competences) for analyzing and understanding the EU business environment, on considering the knowledge of the regulatory framework of business in the EU environment,
- understand the cultural and structural differences in the EU business environment,
- understand the importance of the diversity of cultures and different levels of economic development in the EU business environment,
- recognize the structural organization and operation of companies in the EU business environment,
- can develop and design a business strategy for business in the EU business environment,
- learn about the characteristics of internal business operations in the EU business environment,
- learn about the characteristics of the external business of companies from the EU business environment,
- understand the importance of the role and strategy of the Slovenian economy in the EU business environment.

Metode poučevanja in učenja:

- *predavanja* (aktivno reflektivno učenje),
- *vaje*,
- *študije primerov iz prakse*.

Learning and teaching methods:

- *lectures* (active reflexive learning),
- *tutorial*,
- *case studies from practice*.

Načini ocenjevanja:Delež (v %)
Weight (v %)**Assessment:**

Način (pisni izpit, ustno spraševanje, naloge, projekt):	Delež (v %) Weight (v %)	Types (written examination, oral examination, coursework, project):
<ul style="list-style-type: none"> • 100 % udeležba na predavanjih in vajah ter priprava, predstavitev in zagovor raziskovalne naloge • če študent ni 100 % udeležen na predavanjih in vajah: <ul style="list-style-type: none"> - izpit - priprava, predstavitev in zagovor raziskovalne naloge 	100	<ul style="list-style-type: none"> • 100 % attendance of lectures and tutorial including preparation, presentation and defense of a research paper, • If the student has not fully attended lectures and tutorial (100%): <ul style="list-style-type: none"> - exam, - preparation, presentation and defense of a research paper.
	60	
	40	