

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: ePodjetništvo
Course title: eEntrepreneurship

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, visokošolski strokovni in univerzitetni študijski program prve stopnje	-	Drugi ali tretji	Četrty ali šesti
Informatics in Contemporary Society, first cycle Professional Study Programme and Academic Study programme	-	Second or third	Fourth or sixth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-VS,UN-IP-ePo-2016-10-01

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer:

Jeziki / Languages:

Predavanja / Lectures:

Slovenski, angleški / Slovene, English

Vaje / Tutorial:

Slovenski, angleški / Slovene, English

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

Pogoj za vključitev v delo je vpis v 2. oz. 3. letnik študija.

Študent/študentka mora pred pristopom k izpitu opraviti študije primera in predstaviti poslovno marketinški načrt.

Prerequisites:

The enrollment into the 2nd or 3rd year of study is the condition for inclusion into academic work processes.

The student must prepare case studies and present a business marketing plan prior to attending the exam.

Vsebina:

- uvod v e-podjetništvo
- podjetništvo in podjetje kot: ekonomski sistem, pravni sistem, družbeni sistem
- sodobni sistemi podjetništva: inovativno podjetništvo, družinsko podjetništvo, podjetniški in razvojni cikel IT – podjetja
- pravni razvoj odprto in zaprto kodnega sistema: varstvo osebnih podatkov, insolvenčno pravo, osebni stečaji, postopki e-izvršb, razumevanje bonitetne ocene BASEL II in BASEL III standarda
- osnove financ za podjetnika: bilanca stanja, izkaz uspeha, bonitetni programi, kazalniki
- osnove poslovnega in marketinškega načrta

Vaje:

- študij primera: Kako se izogniti neplačnikom
- študij primera: Priprava dokumentov za e-izvršbo, stečaj
- študij primera: Najdi.si - razvoj, vsebina in rast iskalnika
- študij primera: Kako prodati poslovno idejo?
- študij primera: Sony - grajenje blagovne znamke na spletu

Content (Syllabus outline):

- introduction into e-Entrepreneurship
- entrepreneurship and the concept of a company as an/a: economic system, legal system, social system
- contemporary entrepreneurship systems: innovative entrepreneurship, family business, entrepreneurial and developmental cycle of an IT company
- legal development of open code and closed code systems: protection of personal data, insolvency law, civil bankruptcy, e-Execution procedures, understanding of credit assessment BASEL II and BASEL III standards
- finance management basics for the entrepreneur: balance sheet, profit and loss account, credit assessment programmes, indicators
- basics of business and marketing plan

Training:

- case study: How to avoid non-payers
- case study: Compiling documents for e-execution, bankruptcy
- case study: Najdi.si – the development, content and growth of the search engine
- case study: How to sell a business idea?
- case study: Sony – the making of a brand on the internet

Temeljni literatura in viri / Readings:

- Jelovac, Dejan (2000): *Podjetniška kultura in etika*, VSŠP. Portorož.
- Antončič, Boštjan, Hisrich, Robert, Petrin, Tea in Vahčič, Aleš (2002): *Podjetništvo*, GV Založba, Ljubljana.
- Kuratko, Donald in Hodgetts, Richard (2006): *Entrepreneurship*, seventh edition, The Dryden Press, Fort Worth.
- Birley, Sue in Muzyka, Daniel (2000): *Mastering Entrepreneurship*, Pearson Education Ltd., London.
- Glas, Miroslav in Pšeničny, Viljem (ur.) (2000): *Podjetništvo – izziv za 21. stoletje*. Ljubljana: Gea College.
- Zakon o finančnem poslovanju, postopkih zaradi insolventnosti in prisilnem prenehanju (ZFPPIPP)/razširjena uvodna pojasnila: Nina Plavšak.
- Zakon o gospodarskih družbah (ZGD – 1) uvodna pojasnila: Borut Bratina, Dušan Jovanovič, Jožica Vindiš.
- Obligacijski zakonik/s stvarnim kazalom: Janez Toplišek.
- W.Bruce Allen, Neil Doherty et.al: *Managerial Economics (Theory, applications and cases)*
- Blowfield, M. and Murray, A. (2008): *Corporate responsibility, a critical introduction*, Oxford University Press, Oxford, New York

- Commission of the European Communities (2001) Green Paper on Promoting a European Framework for Corporate Social Responsibility, COM, 2001, 366 final, Brussels
- Hancock, J. (Ed.) (2005): Investing in Corporate Social responsibility, A Guide to best Practice, Business Planning & the leading UK's Companies
- Čabreja, Toni, Čabreja, Marko (v pripravi): ePodjetništvo

Cilji in kompetence:

Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:

Splošne kompetence:

- poznavanje osnov računalništva in informacijske tehnologije
- poznavanje in razumevanje procesov, ki jih je mogoče informacijsko podpreti z uporabo spletnih tehnologij, ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic
- zmožnost skupinskega dela v vseh fazah razvoja spletnih in mobilnih rešitev
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu
- sposobnost fleksibilne uporabe znanja v praksi
- sposobnost logičnega sklepanja, ocenjevanja velikostnega reda rezultata, natančnosti izražanja, pisanja in razmišljanja
- obvladanje raziskovalnih metod, postopkov in procesov
- razvoj kritične in samokritične presoje
- sposobnost za reševanje konkretnih tehničnih in analitičnih ali družbenih in delovnih problemov z uporabo ustreznih metod in postopkov
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v ustreznem kontekstu
- razumevanje in uporaba analitičnih metod v reševanju konkretnih problemov

Objectives and competences:

The instructional unit contributes to the development of the following general and subject-specific competences:

General competences:

- familiarity with the basics of computer science and information technology
- familiarity with and understanding of processes allowing information-aided use of web technologies, and the ability to analyse and synthesize them as well as predict solutions and their consequences
- ability to operate within a team during all phases of development of web and mobile solutions
- familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomous behaviour, showing initiative, as well as through (self-)criticism, (self-)reflection and (self-)evaluation
- ability to use the acquired knowledge in practice in a flexible manner
- ability to make logical conclusions, to estimate the order of magnitude of the result as well as the ability to express oneself, write and think in an accurate manner
- mastering research methods, procedures and processes
- development of critical and self-critical judgement
- ability to solve technical and analytical or social and work-related problems using appropriate methods and procedures
- ability to find, select, evaluate and position the new information as well as appropriate, context-aware interpretation
- understanding and application of

- razvoj veščin in spretnosti pri uporabi pridobljenega znanja s pomočjo reševanja empiričnih problemov
- poznavanje in razumevanje tehnoloških ali družbenih procesov ter sposobnost za njihovo analizo, sintezo in reševanje njihovih posledic
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi

Predmetno-specifične kompetence:

Po opravljenem izpitu iz predmeta bo študent/ka pridobil/a kompetence:

- organizacijske in vodstvene spretnosti za organiziranje aktivnega in samostojnega dela
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje
- razumevanje podjetništva in podjetja kot dela pravnega, ekonomskega in družbenega sistema
- poznavanje in razumevanje delovanja podjetništva v omenjenih sistemih
- sodobni sistemi podjetništva omogočajo spoznavanje različnih konceptov podjetniškega delovanja kot so: inovativno podjetništvo, družinsko podjetništvo ter razumevanje podjetniškega in razvojnega ciklusa IT – podjetja
- poznavanje in razumevanje teoretičnih in praktičnih primerov pri pravnem razvoju odprto kodnega in zaprto kodnega sistema
- razumevanje insolvenčnih postopkov, osebnih stečajev, postopkov e-izvršb
- razvoj veščin in spretnosti pri uporabi teoretičnega znanja na področju izterjave, terjatev, neplačnikov in reševanje empiričnih problemov
- poznavanje pomena bonitetne ocene in BASEL II ter BASEL III standardov omogoča

analytical methods to practical cases

- development of skills and abilities by using the obtained knowledge for empirical problem solving
- knowledge and understanding of technical or social processes together with the ability of their analysis, synthesis and solutions of their consequences
- ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice

Subject-specific competences:

On completion of this course the student will have competences:

- organizational and leadership skills for the purposes of organizing active, individual work processes
- understanding relations among individuals, organizations and social environment, ability to observe and operate from a point of view of a system
- understanding entrepreneurship and the concept of a company as parts of a legal, economic and social system
- familiarity with and understanding of entrepreneurship operating within the mentioned systems
- contemporary entrepreneurship systems enable familiarization with different business concepts such as: innovative entrepreneurship, family business, and understanding the development cycle of an IT company
- familiarity with and understanding of theoretical and practical examples relating to legal development of open code and closed code systems
- understanding insolvency proceedings, civil bankruptcy, e-execution proceedings
- development of skills related to the use of theoretical knowledge in the fields of collection of debt, claims, non-payers and solving empirical problems

komuniciranje s strokovnjaki iz različnih področjih gospodarskega in podjetniškega življenja • poznavanje osnov financ, ki omogoča načrtovanje in izdelavo projekcij za obvladovanje poslovnih sprememb, razvoj sposobnosti na osnovi analize predvidevanja situacij v prihodnosti, razumevanje pomena finančne in poslovne rasti, plačilne discipline, terjatev in obveznosti ter pridobivanja praktičnih izkušenj iz gospodarsko podjetniškega okolja	• familiarity with the meaning of a credit assessment and BASEL II and BASEL III standards, which enables communication with experts in different fields of the economic and entrepreneurial sectors • finance basics enable planning and compiling of projections for coping with changes in business, as well as allow the development of the ability to foresee future situations on the basis forecast analysis. Knowledge of the meaning of financial and business growth, payment discipline, claims and obligations. Students acquire practical experience relating to the economic and business environments
--	---

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- pozna in razume delovanje podjetja, podjetništva
- demonstrira razumevanje koncepta delovanja podjetja in podjetništva v Sloveniji
- razume okoliščine in poslovne pasti pri delovanju podjetij
- pozna in razume težave podjetništva v finančni krizi
- demonstrira razumevanje in sposobnost individualnega dela pri identifikaciji, planiranju, finančnem pregledu in marketinškem načinu delovanja ePodjetništva

Intended learning outcomes:

Knowledge and understanding:

The student:

- know and understand how a company and entrepreneurship work
- demonstrate understanding with regard to the concept company operations and entrepreneurship in Slovenia
- understand the circumstances and business traps in operations of companies
- know and understand the difficulties of entrepreneurship in relation to the financial crisis
- demonstrate understanding and the ability to work independently when identifying, planning, compiling financial reviews and managing marketing operations relating to e-Entrepreneurship

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- seminarske vaje (refleksija pridobljenega znanja, projektno, poslovni načrti, študiji primera, metode kritičnega mišljenja, timsko delo, diskusija)

Learning and teaching methods:

- lectures with active student participation (explanations, discussions, questions, examples, problem solving)
- seminar practice (reflection on the acquired knowledge, project work, business plans, case studies, critical thinking methods, team work, discussions)

- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)

- individual and group consultations (discussion, additional explanation, dealing with specific questions)

Delež (v %) /

Weight (in %)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
• pisni/ustni izpit • seminarska naloga	50	• written/oral • project work
	50	