

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Osnove poslovanja
Course title	Basics of Business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Fitoterapija/I. stopnja	Ni smeri študija	3.	5.
Phytotherapy/I st level	No specific field	3 rd	5 th

Vrsta predmeta/Course type	obvezni/obligatory
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Univerzitetna koda predmeta/University course code	FIT_3_UN2
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Predavanja Lectures	Sem. vaje Tutorial	Kab. vaje Cabinet tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
45	15				40	4

Nosilec predmeta/Lecturer:	doc. dr. Malči Grivec
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Jeziki/ Languages:	Predavanja/Lectures:	slovenski/Slovenian
	Vaje/Tutorial:	slovenski/Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
<ul style="list-style-type: none"> Vpis v tretji letnik študijskega programa. Študent mora pred izpitom pripraviti in predstaviti seminarsko nalogo. 	<ul style="list-style-type: none"> The prerequisite for inclusion is enrolment in the third year of study. Students have to successfully prepare and present a seminar paper before the examination.

Vsebina:	Content (Syllabus outline):
<ul style="list-style-type: none"> <i>Uvod:</i> področje poslovanja in pravnih okvirov poslovanja. <i>Ustanovitev in razvoj organizacij:</i> ustanovitev organizacije, rast in razvoj organizacije. <i>Analiziranje notranjega in zunanjega okolja podjetja:</i> SWOT in PEST analiza, načrtovanje novih dejavnosti. <i>Pravne oblike organiziranosti gospodarskih subjektov:</i> samostojni podjetnik, gospodarska družba, društvo, zadruga, zavod. 	<ul style="list-style-type: none"> <i>Introduction:</i> the field of business and legal framework of business operations. <i>Establishment and development of the organizations:</i> the establishment of organizations, growth and development of organizations. <i>Analysis of internal and external environment of the company:</i> SWOT and PEST analysis, planning new activities. <i>Typology of the forms of organization:</i> an entrepreneur/freelancer, a company, co-operatives, society, institutes. <i>Business ethics:</i> culture, business

<ul style="list-style-type: none"> • <i>Etika poslovanja</i>: kultura, poslovna morala, poslovna etika, vrednote, povezanost etike, etične in poslovne norme obnašanja, kršitev poslovne morale in sankcije. • <i>Trženje</i>: trženjski splet (proizvod / storitev, prodajna cena, prodajna pot, tržno komuniciranje, ljudje, fizični dokazi, proces), varstvo potrošnikov. • <i>Osnove računovodstva</i>: računovodstvo in poslovni proces, prvine poslovnega procesa, informacijska funkcija računovodstva in vrste računovodstva, gospodarske kategorije, računovodske listine in poslovne knjige, računovodski izkazi, letno poročilo. • <i>Poslovne finance</i>: odločanje o investiranju, financiranju, plačilni sposobnosti, obvladovanju tveganj. 	<p>morality, business ethics, values, integration of ethics, ethical and professional standards of conduct, violation of business morality and sanctions.</p> <ul style="list-style-type: none"> • <i>Marketing</i>: marketing mix (product / service, price, place, marketing communication, people, physical evidence, process), consumer safety. • <i>Fundamentals of accounting</i>: accounting and business process, elements of the business process, components of accounting, informative function of accounting and types of accounting, economic categories, bookkeeping records and books of accounts, financial statements, annual report. • <i>Corporate finance</i>: deciding on the investment, financing, liquidity, risk management.
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Temeljna literatura in viri/Readings:	
Temeljna literatura/Basic literature	
<ul style="list-style-type: none"> • Rebernik, M. & Širec, K. (2017). <i>Ekonomika podjetja</i>. Ljubljana : IUS Software, GV založba. • Igljčar, A. et al. (2017). <i>Osnove računovodstva</i>. Ljubljana : Ekonomska fakulteta. • Glogovšek, J. (2008). <i>Osnove financiranja gospodarskih družb</i>. Maribor: Založba. 	
Priporočljiva literatura/Recommended literature	
<ul style="list-style-type: none"> • Konda, I. in Maher, N. (2011). <i>Trženje</i>. Novo mesto: Visokošolsko središče, Visoka šola za upravljanje in poslovanje. • Avsec, F. (2014). <i>Pravni okviri poslovanja</i>. Novo mesto: Visoka šola za upravljanje in poslovanje Novo mesto. • Ruzzier, M. et al. (2008). <i>Podjetništvo</i>. Koper: Društvo za akademske in aplikativne raziskave. 	

Cilji in kompetence:	Objectives and competences:
<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • koherentno obvladanje temeljnega znanja, sposobnost povezovanja znanja z različnih področij in aplikacij, • sposobnost umeščanja novih, velikokrat zavajajočih informacij in interpretacij v kontekst biomedicine, • sposobnost analize, sinteze in predvidevanja rešitev ter posledic, 	<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"> • coherent mastering of the basic knowledge and the ability to link the knowledge from various areas and its applications, • the ability to categorise new, often misleading information and

<ul style="list-style-type: none"> • sposobnost uporabe znanja v praksi, • avtonomnost v strokovnem delu, • etična refleksija in zavezanost profesionalni etiki, • usposobljenost za varovanje zdravja in okolja, lastno varnost in varnost drugih, • razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba v reševanju konkretnih delovnih problemov, • usposobljenost za govorno in pisno komunikacijo na strokovnem področju, • odgovoren odnos do lastnega strokovnega razvoja. 	<ul style="list-style-type: none"> • interpretations in the context of biomedicine, • the ability of analysis, synthesis and prediction of solutions and consequences, • the ability to implement knowledge into practice, • autonomy in professional work, • ethical reflexion and dedication to professional ethics, • qualification for preservation of health and environment, one's own safety and safety of other people, • understanding and using methods of critical analysis and theory development, using them in solving concrete work-related problems, • qualification for verbal and written communication in the professional field, • responsible attitude towards one's own professional development.
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Predvideni študijski rezultati:	Intended learning outcomes:
<p>Študent/študentka:</p> <ul style="list-style-type: none"> • pozna in razume cilje organizacije, • pozna tipologije organiziranosti družbenega dela, • pozna in razume procese ustanovitve in razvoja organizacije, • pozna in uporablja metode za analizo in delovanje organizacij, • pozna in razume temeljne pravne pojme, • pozna in razume osnove gospodarskega prava, • pozna in razume osnove obligacijskega prava v povezavi z ekonomskimi temelji, • se seznanja z osnovnimi pojmi o etiki, morali, oliko, • pozna in razume vlogo in pomen etike v poslovnem svetu, • spozna vlogo profesionalne etike v družbi in etične kodekse, • dojame razsežnosti etike in spozna nekatere modele za etično odločanje, • sprejema humane, moralne in solidarnostne vrednote kot pomemben vidik osebnostnega in profesionalnega razvoja, 	<p>Students:</p> <ul style="list-style-type: none"> • know and understand the goals of the organization, • know the typology of organization of social work, • know and understand the processes of establishment and development of organizations, • know and apply the methods for analysis and operation of organizations, • know and understand basic legal concepts, • know and understand the foundations of business law, • know and understand the foundations of contract law and its economic foundations, • are familiar with the basic concepts of ethics, morality, manner, • know and understand the role and the importance of ethics in the business world, • recognize the role of professional ethics in society and the codes of ethics,

<ul style="list-style-type: none"> • pozna in razume pomen trženja v domačem in mednarodnem poslovanju, • pozna in uporablja osnove za trženjsko oblikovanje izdelka, določanje cen, izbire prodajnih poti in načinov komuniciranja, • poznavanje in razumevanje poslovnih problemov, • poznavanje in razumevanje soodvisnosti in razmerij v procesu poslovanja ter spreminjanje gospodarskih kategorij v njem, • poznavanje in razumevanje vloge računovodenja v poslovnem procesu, • poznavanje in razumevanje računovodskih izkazov. 	<ul style="list-style-type: none"> • comprehend the dimensions of ethics and get to know some models for making ethical decision, • adopt the humane, moral values and solidarity as an important aspect of personal and professional development, • know and understand the importance of marketing in domestic and international business, • know and apply the basics of marketing for product design, pricing, choice of sales channels and methods of communication, • know and understand the business problems, • know and understand the interdependence and relationships in the business process and the changing economic categories within, • know and understand the role of accounting in the business process, • know and understand the financial statements.
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Metode poučevanja in učenja:	Learning and teaching methods:
<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov), • <i>seminarske vaje</i>: priprava, predstavitev in uspešen zagovor semianarske naloge, portfolio (reševanje problemov, študije primera, kritično presojanje, diskusija, refleksija izkušenj, vrednotenje, projektno delo, timsko delo). 	<ul style="list-style-type: none"> • <i>lectures</i> with active student participation (explanation, discussion, questions, examples, problem solving), • <i>seminar tutorial</i>: preparation, presentation and a successful defence of a seminar paper, portfolio (problem solving, case studies, methods of critical thinking, discussion, reflection of experience, evaluation, project work, teamwork).

Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • izpit • izdelava, predstavitev in zagovor seminarske naloge 	60 % 40 %	Types: <ul style="list-style-type: none"> • exam • preparation, presentation and defence of the seminar paper
Ocenjevalna lestvica: ECTS.		Grading scheme: ECTS.