

POSLOVANJE S STRANKAMI

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet:	POSLOVANJE S STRANKAMI
Course title:	CUSTOMERS RELATIONSHIP
Članica nosilka/UL Member:	UL FU

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Uprava, prva stopnja, visokošolski strokovni	Ni členitve (študijski program)	2. letnik	2. semester	obvezni

Univerzitetna koda predmeta/University course code:	0060889
Koda učne enote na članici/UL Member course code:	1618

Predavanja /Lectures	Seminar /Seminar	Vaje /Tutorials	Klinične vaje /Clinical tutorials	Druge oblike študija /Other forms of study	Samostojno delo /Individual student work	ECTS
45		30		45	60	6

Nosilec predmeta/Lecturer:	Tatjana Kozjek
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Vrsta predmeta/Course type:	Obvezni/Core
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Jeziki/Languages:	Predavanja/Lectures:	Angleščina, Slovenščina
	Vaje/Tutorial:	Angleščina, Slovenščina

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

Prerequisites:

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Vsebina:

1. Spremembe na področju poslovanja s strankami
2. Koncept pomena "vrednosti" strank
3. Poslovanje s strankami
4. Strateški pristop pri poslovanju s strankami
5. Različnost strank
6. Pomen zaposlenih pri poslovanju s strankami
7. Interakcija pri poslovanju s strankami
8. Težave na področju poslovanja strankami
9. Zadovoljstvo strank
10. (Pomen) proučevanja zadovoljstva strank
11. Odnosi s strankami
12. (Sodobna) tehnologija v podporo poslovanju s strankami

Content (Syllabus outline):

1. Changes in the field of Customer Relationship
2. The Concept of the Importance of Customer Value
3. Managing Customer Relationship
4. Strategical approach to Customer Relationship
5. Customers diversity
6. The meaning of employees in Customer Relationship
7. Interactions in Customer relationship
8. Problems in the field of Customer Relationship
9. Customer satisfaction
10. The meaning of measuring customer satisfaction
11. Business Customer Relations
12. (Modern) Technology that supports Customer Relationship

Temeljna literatura in viri/Readings:

1. [Kozjek, T.](#) in Rogelj, N. (2019). Soočanje z neprimernim vedenjem strank [Elektronski vir] : izsledki pilotne raziskave. *Javna uprava - fokusna skupina za družbene spremembe = Public administration - a focus group for societal changes* [Elektronski vir].
2. [Kozjek, T. in Mar, Š.](#) (2023). Poslovanje s strankami v upravi. *Vademekum slovenske javne uprave*. (str. 407–413). Založba Fakultete za upravo.
3. Prior, D. D., Buttle, F. in Maklan, S. (2024). *Customer Relationship Management Concepts, Applications and Technologies* (5th Edition). Routledge Taylor & Francis.

Cilji in kompetence:

Cilji

- študent pozna in razume področje poslovanja s strankami ter poslovnega odnosa in pomen vrednosti strank,
- študent pozna in razume različnost strank in pomen zaposlenih pri poslovanju s strankami,
- študent pozna in razume pomen zadovoljstva strank,
- študent samostojno reši študije primerov s področja proučevanja zadovoljstva strank,
- študent pozna in razume pomen sodobne tehnologije pri poslovanju s strankami.

Kompetence

- sposobnost povezovanja in prenašanja pridobljenih znanj o poslovanju s strankami v prakso,
- sposobnost razložiti in primerjati dogajanja na področju poslovanja s strankami,
- sposobnost oblikovanja predlogov za reševanje problemov,
- sposobnost zbiranja ter uporabe podatkov,
- sposobnost pisnega in ustnega komuniciranja.

Objectives and competences:

Objectives

- student knows and understands the field of customer relationship and the meaning of business relationship and importance of customer value
- student knows and understands customers diversity and the meaning of employees in customer relationship
- student knows and understands the meaning of customer satisfaction
- student independently solves case studies in the field of customer satisfaction
- student knows and understands the meaning of modern technology that support customer relationship.

Competences

- ability to connect and share the knowledge about customer relationship into practice,
- ability to explain and compare the facts in the field of customer relationship,
- ability to form the suggestions for problem solving,
- ability to acquire and use the acquired data,
- ability of the written and oral communication.

Predvideni študijski rezultati:

Študent:

- razume pomen vrednosti strank,
- razume različnost strank in pomen zaposlenih pri poslovanju s strankami,
- ovrednoti zadovoljstvo strank,
- reši primere s področja proučevanja zadovoljstva strank,
- razume pomen sodobne tehnologije pri poslovanju s strankami.

Intended learning outcomes:

Student:

- understands the importance of customer value
- understands the diversity of customers and the importance of employees in dealing with customers
- evaluates customer satisfaction
- solves cases related to the study of customer satisfaction
- understands the importance of modern technology in dealing with customers.

Metode poučevanja in učenja:

1. priprava študenta na predavanja
2. predavanje
3. priprava študenta na vaje
4. vaje
5. e-učenje
6. seminarska naloga
7. projektno delo

Learning and teaching methods:

1. student preparations for lectures
2. lecture
3. student preparations for tutorials
4. tutorials
5. e-learning
6. seminar paper
7. project work

Načini ocenjevanja:	Delež/Weight	Assessment:
1. Pisni izpit in/ali ustni izpit (pogoj: pozitivna ocena izpita)	60,00 %	1. Written and/or oral exam (condition: grade of the exam must be positive)
2. Aktivno sodelovanje (samostojno in/ali skupinsko delo, e-učenje), seminarsko delo (seminarska naloga, projektno delo, zagovor seminarskega dela) Pri oblikovanju ocene predmeta se upoštevajo rezultati tistih delnih obveznosti, ki jih študent pridobil do roka, za katerega je razpisana časovna obveznost (pisni ali ustni izpit).	40,00 %	2. Active collaboration (individual and/or group work, e-learning), seminar work (seminar paper, project work, account of the seminar work) The final grade of the course is made out of those partial study works that student got them before the time of the written or/and oral exam was announced.

Ocenjevalna lestvica:	Grading system:
5 - 10, pri čemer velja, da je pozitivna ocena od 6 - 10	5 - 10, a student passes the exam if he is graded from 6 to 10

Reference nosilca/Lecturer's references:

1. [Benčina, J., Kozjek, T. in Rakar, I. \(2021\).](#) Assessment of the quality of governance and competitiveness at the local level: the case of Slovenian municipalities. *The NISPAcee journal of public administration and policy*, 14(1), 9–35
2. Kozjek, T. (2021). Vloga posameznikov in javnih uslužbencev v javni upravi. V *Znanost o javni upravi* (str. 137–155). Založba Fakultete za upravo.
3. Kozjek, T. in Brezovar, N. (2022). Citizens mistreatment among public servants in social public services. *Danube: law and economics review*, 13(2), 82–106.
4. [Kozjek, T. in Mar, Š. \(2023\).](#) Poslovanje s strankami v upravi. *Vademekum slovenske javne uprave*. (str. 407–413). Založba Fakultete za upravo.
5. [Kozjek, T.](#) in Rogelj, N. (2019). Soočanje z neprimernim vedenjem strank [Elektronski vir] : izsledki pilotne raziskave. *Javna uprava - fokusna skupina za družbene spremembe = Public administration - a focus group for societal changes* [Elektronski vir].