

POSLOVNO KOMUNICIRANJE

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet:	POSLOVNO KOMUNICIRANJE
Course title:	BUSINESS COMMUNICATION
Članica nosilka/UL	UL FU
Member:	

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Uprava, prva stopnja, visokošolski strokovni	Javna uprava (smer)	3. letnik	1. semester	obvezni

Univerzitetna koda predmeta/University course code:	0060893
Koda učne enote na članici/UL Member course code:	1622

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: Janez Stare

Vrsta predmeta/Course type: Obvezni/Core

Jeziki/Languages:	Predavanja/Lectures:	Angleščina, Slovenščina
	Vaje/Tutorial:	Angleščina, Slovenščina

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

Vsebina:

1. Vloga in pomen poslovnega komuniciranja
2. Komunikacijski proces, koncepti in veščine komuniciranja
3. Osnove komuniciranja
4. Pisno poslovno komuniciranje
5. Vizualizacija
6. Poslovni razgovori, sestanki
7. Vloga čustev pri poslovnem komuniciranju
8. Elektronski komunikacijski sistemi
9. Družbena in socialna omrežja
10. Odnosi z javnostmi
11. Poslovni protokol
12. Posebnosti komuniciranja v javni upravi

Content (Syllabus outline):

1. Role and importance of business communication
2. Communications process, concepts and communication skills
3. The Basics of Communicating
4. Written business communication
5. Visual Communication
6. Business conversations, Meetings,
7. The role of emotions in business communication
8. Electronic Communication Systems
9. Social Networks
10. Public relations
11. Business protocol
12. Special features of communication in public administration

Temeljna literatura in viri/Readings:

- Ferjan, M. (2017). Poslovno komuniciranje. [Elektronski vir] Maribor : Univerzitetna založba Univerze, URL <http://press.um.si/index.php/ump/catalog/book/269>
- ABE: The Association of Business Executives (2008). Diploma in Business Administration, Study Manual BUSINESS COMMUNICATION, The Association of Business Executives, London.
- Centre fo good governance (2012). Handbook on Communication Skills <https://numerons.files.wordpress.com/2012/04/hand-boook-of-communication-skills.pdf>
- Košnik, B. (2007). 24 ur poslovnega bontona. Astra, d.o.o., Ljubljana (izbrana poglavja 140 strani)
- Možina, S., Tavčar, M., Zupan, N., Knežević, A., N. (2004). Poslovno komuniciranje: evropske razsežnosti. Maribor, Obzorja, založništvo in izobraževanje. (Izbrana poglavja 100 strani)

Cilji in kompetence:

<p>Cilji</p> <p>Študent:</p> <ul style="list-style-type: none"> • utemelji različne koncepte komuniciranja, • uporabi različne modele poslovnega komuniciranja, • uporabi različne metode in tehnike poslovnega komuniciranja, • poišče primerne elemente komuniciranja s strankami, • poišče podobnosti in razlike poslovnega komuniciranja v javnem in zasebnem sektorju. <p>Kompetence</p> <ul style="list-style-type: none"> • usposobljenost za avtonomno, tolerantno, skrbno in občutljivo obravnavo posameznika ali skupine, brez izrekanja sodb, • sposobnost poslovnega komuniciranja, • obvladovanje metod in tehnik poslovnega komuniciranja, • zmožnost uporabe IKT in družbenih omrežij pri poslovnem komuniciranju, • sposobnost komuniciranja z notranjimi in zunanjimi strankami.

Objectives and competences:

<p>Objectives</p> <p>Student:</p> <ul style="list-style-type: none"> • argue the different concepts of communication, • applies different models of business communication, • applies different methods and techniques of business communication, • find appropriate elements of communicating with customers, • find the similarities and differences between business communication in the public and private sector. <p>Competences</p> <ul style="list-style-type: none"> • qualification for autonomic, tolerant, careful and sensitive treatment of an individual or a group, passing no judgments, • ability to design of model of business communication, • management of methods and techniques of business communication, • ability to use ICT and social networks in business communication • ability to communicating with internal and external customers.

Predvideni študijski rezultati:

<p>Študenti bodo poznali pomen in vlogo poslovnega komuniciranja. Zmožni bodo oblikovati koncepte komuniciranja ter prepoznavati primerne metode in tehnike poslovnega komuniciranja za posamezne primere.</p>
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Intended learning outcomes:

<p>Students will understand the importance and role of business communication. They also will develop the concepts of communication and identify appropriate methods and techniques of business communication in individual cases.</p>
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Metode poučevanja in učenja:

<ol style="list-style-type: none"> 1. predavanje 2. vaje 3. seminarsko delo / projektno delo 4. nastopi in predstavitve 5. študija primera 6. problemsko učenje 7. e-učenje 8. individualne konzultacije
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Learning and teaching methods:

<ol style="list-style-type: none"> 1. lecture 2. practical work 3. coursework / project work 4. appearance and presentation 5. case study 6. problem based learning 7. e-learning 8. individual tutorial
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Načini ocenjevanja:

Delež/Weight Assessment:

1. pisni izpit in/ali ustni izpit (lahko se opravi z dvema kolokvijema, oba pozitivno)	60,00 %	1. written (and / or oral) examination, may be conducted with two term examinations (both positive)
2. projektno delo, nastopi, predstavitve Pri oblikovanju ocene predmeta se upoštevajo rezultati tistih delnih obveznosti, ki jih študent pridobi do roka za katerega je razpisana časovna obveznost (pisni ali ustni izpit).	40,00 %	2. project work, appearance, presentation Final assessment of the course is the sum of the written (and / or oral) examination and other partial estimates of commitments that are finished before the time of examination.

Reference nosilca/Lecturer's references:

- Stare, J. (2018). Upravno poslovanje. Fakulteta za upravo, Ljubljana.
- MAR, Š., BIZJAK FERJAN, M., & STARE, J. (2023) Nekatere značilnosti e-poslovnega komuniciranja v javni upravi. V: ŠPRAJC, Polona (ur.), et al. 42th International Conference on Organizational Science Development = 42. mednarodna konferenca o razvoju organizacijskih znanosti : interdisciplinarity counts = interdisciplinarnost šteje : conference proceedings = konferenčni zbornik. 42th International Conference on Organizational Science Development, March 22 - 24, 2023, Portorož. 1st ed. Maribor: University of Maribor, University Press, 2023. Str. 637-648, ilustr. ISBN 978-961-286-722-5. <https://press.um.si/index.php/ump/catalog/view/768/1087/2938-1>, DOI: 10.18690/um.fov.3.2023.48. [COBISS.SI-ID 147047427]
- STARE, J., KLUN, M., BUZETI, J.(2022). Gamification: using the escape room for teaching public administration. V: BOTTOM, Karin A. (ur.). Handbook of teaching public administration. Cheltenham; Northampton: E. Elgar, cop. 2022. Str. 319-326. ISBN 978-1-80037-568-0. <http://dx.doi.org/10.4337/9781800375697>.