



IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7
1000 Ljubljana

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OPIS PREDMETA / COURSE SYLLABUS	
Predmet:	Mednarodno poslovanje
Course title:	International business

Študijski program/stopnja Study programme/level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 6.1	International business	3	5, 6

Vrsta predmeta: obvezni/izbirni Course type: obligatory/elective	Obvezni/obligatory
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Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj/tot al contact hours	Samost. delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
60		80	140	140	280	10

Nosilec predmeta / Lecturer:	Doc. dr. Gorazd Justinek
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Jeziki	Languages
Predavanja/vaje: slovenski, angleški	Lectures/tutorial: Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
Opravljena seminarska naloga	Completed seminar work

Vsebina	Contents (Syllabus outline):
Pomen mednarodnega poslovanja v poslovnem svetu Procesi globalizacije in vpliv na mednarodno poslovanje Slovenija in mednarodno poslovanje Internacionalizacija podjetij Vzroki za mednarodno poslovanje Dejavniki mednarodne konkurenčnosti Oblike uravnavanja mednarodnega poslovanja Načini in oblike mednarodnega poslovanja	Meaning of the international business in the modern world Globalization processes and their influence on the international business Slovenia and international business Internationalization of the companies Reasons for the international business Factors of the international competitiveness Ways of regulations in the international business Ways and forms of international business



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<p>Tveganja v mednarodnem poslovanju Financiranje v mednarodnem poslovanju Mednarodna trgovina, marketing in mednarodno poslovanje Marketinški menedžment v mednarodnem poslovanju Oblikovanje cene in kalkulacije v mednarodnem poslovanju Mednarodna logistika in klavzule Incoterms Vodenje procesov v internacionalnem podjetju Prihodnost mednarodnega poslovanja in globalizacije</p>	<p>Risks in the international business Financing in the international business International trade, marketing and international business Marketing management in the international business Price formation and calculations in the international business International logistics and Incoterms clauses Managing of business in the international company Future of the international business and globalization</p>
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Temeljni študijski viri / Readings:

Mednarodno poslovanje. Ljubljana: Ekonomska fakulteta, 2006.
Jannson H.: International business strategy in emerging country markets. Cheltenham (UK), Northampton (MA): E.Elgar, 2007.
Czinkota M.R., Ronkainen I.A., Moffet M.H.: International business. Mason (Ohio): Thomson/South Western, 2005.

Izvajalci predmeta bodo sproti pripravljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.

Lecturers will continuously prepare textbooks adapted to the needs of the syllabus, programme, field of activity and employment possibilities.

Cilji in kompetence:	Objectives and competences
<p>Cilj predmeta je usposobiti študente za razumevanje bistvenih značilnosti sodobnega mednarodnega poslovanja in procesov globalizacije, razviti temeljna znanja o mednarodnem poslovnem okolju, predvsem o različnih načinih izvajanja mednarodnih poslov in aktivnosti v mednarodnem tržnem prostoru.</p>	<p>Objectives of the course are to teach students to understand main characteristics of the contemporary international business and globalization processes, develop their knowledge about the international business environment, especially about different ways of performing international business operations and activities in the international world markets.</p>

Predvideni študijski rezultati:	Intended learning outcomes:
<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p>	<p>Knowledge and understanding: <u>On completion of the course students will be</u></p>



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<ul style="list-style-type: none"> - razumeti procese globalizacije, načine in oblike mednarodnega poslovanja in marketinga - poiskati in prepoznati potrebne informacije pri mednarodnem poslovanju - razumeti poslovne procese v mednarodnem poslovanju - obvladovati tveganja v mednarodnem poslovanju - obvladovati načine financiranja mednarodnega poslovanja - poznati pomen logistike v mednarodnem poslovanju - znati postavljati cene in izvajati kalkulacije v mednarodnem poslovanju - razumeti pomen marketinškega menedžmenta v mednarodnem poslovanju <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> - Sposobnost kvalitetnega individualnega in timskega dela - Sposobnost iskanja relevantnih virov informacij, analize, sinteze, prognoze ter predvidevanje rešitev in posledic 	<p><u>able to:</u></p> <ul style="list-style-type: none"> - understand globalization processes, ways and forms of international business and marketing - find and identify the necessary information needed for the international business - understand business processes in the international business - manage the risks in the international business - manage the financing in the international business - understand the role of logistics in the international business - know how to set the prices and calculations in the international business - know the role of marketing management in the international business <p><u>Transferable / Key skills and other attributes:</u></p> <ul style="list-style-type: none"> - Abilities of high quality individual and team work - Abilities of search of relevant information sources, analysis, synthesis, prognosis, and forecasting solutions and consequences
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<p>Metode poučevanja in učenja:</p> <ul style="list-style-type: none"> • Predavanja z aktivno udeležbo študentov (diskusija) • Študijski primeri 	<p>Learning and teaching methods:</p> <ul style="list-style-type: none"> • Lectures with active student participation (discussion) • Case studies
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<p>Načini ocenjevanja:</p> <ul style="list-style-type: none"> - seminarska naloga - končni pisni izpit 	<p>Delež (v %) Weight (in %)</p> <p>20 % 80 %</p>	<p>Assessment:</p> <ul style="list-style-type: none"> - seminar paper - final written exam
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