



IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7
1000 Ljubljana

tel: 00386 40 561 896
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OPIS PREDMETA / COURSE SYLLABUS	
Predmet:	Strateški management mednarodnega podjetja
Course title:	Strategic management of international company

Študijski program/stopnja Study programme/level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 6.1	International business	1	1

Vrsta predmeta: obvezni/izbirni Course type: obligatory/elective	Obvezni/obligatory
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Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj/total contact hours	Samost. delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
40		30	70	70	140	5

Nosilec predmeta / Lecturer:	Viš. pred. mag. Iris Fink Grubačević
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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:
Opravljen seminar	Completed seminar work

Vsebina:	Contents (Syllabus outline):
<ul style="list-style-type: none"> - Menedžment in organizacija: organizacija-menedžment in menedžerji – dejavnost menedžerjev – sodelavci in organizacija - Organizacija in umestitev v okolje, širše in ožje zunanje okolje organizacije, PORTER-jev diagram, PEST analiza - Okoljski vidiki in strateški management - Načrtovanje politike organizacije: model politike organizacije – strateško načrtovanje in analiziranje 	<ul style="list-style-type: none"> - Management and organization: organization – management and managers – manager activities – employees and organization - Organizations and relations to environment, PORTER diagram, PEST analysis - Environmental aspects and strategic management - Organization policy planning – policy models – strategic planning and analysis - Basic policy of the organization:



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<ul style="list-style-type: none"> - Temeljna politika organizacije: interesi, vizija, smotri in poslanstvo organizacije – vrednote: kulture organizacij in okolij, etika menedžmenta - Razvojna politika organizacije: razvojna politika - poslovni model – urejenost organizacije – structure – infrastrukturni sistemi organizacije - Sprotna politika organizacije: sprotne dejavnosti organizacije – procesi - gospodarjenje s sredstvi - Menedžment spreminjanja: organizacija vpliva in se odziva na širše in ožje zunanje okolje organizacije – spreminjanje časovne okvirnosti politike organizacije – spreminjanje temeljne politike organizacije – spreminjanje razvojne politike – spreminjanje sprotne politike - Vpliv globalizacije na menedžment v javnem sektorju 	<p>interests, vision, core objectives and mission of the organization – values: organization and environment culture, ethics of management</p> <ul style="list-style-type: none"> - Development policy of the organization: development policy – business model – organization structuring – infrastructural systems of organization - Current policy of the organization: current activities of the organization – processes – means management - Change management: organizations effect and respond to the wide and near outer business environment – changing and the time dimension of the organization policy – basic policy change – development policy change – current policy change - Influence of globalization on management in public administration
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<p>Temeljni študijski viri / Readings:</p> <p>Biloslavo R.: Strateški management in management spreminjanja. Koper: Fakulteta za management, 2006.</p> <p>Hitt M. A., Ireland R. Duane: Strategic management. Mason, OH: Thomson/South-Western, 2007.</p> <p>Izvajalci predmeta bodo sproti pripravljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.</p> <p>Lecturers will continuously prepare textbooks adapted to the needs of the syllabus, programme, field of activity and employment possibilities.</p>
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<p>Cilji in kompetence:</p> <p>Cilj predmeta je usposobiti študente za strateško načrtovanje, organiziranje, usmerjanje in nadziranje v sodobnih organizacijah.</p>	<p>Objectives and competences:</p> <p>Objectives of the course are to teach students strategic planning, organizing, directing and control in contemporary organizations.</p>
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Predvideni študijski rezultati:	Intended learning outcomes:
<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"> - razumeti in razložiti pomen organizacije in menedžmenta - umestiti organizacijo v širše in ožje zunanje okolje - uporabiti orodja strateške analize kot sta PORTER-jev diagrad in PEST analiza - povezati politične, ekonomske, socialne, tehnološke, kulturne, ekološke vidike s strateškim načrtovanjem - ločiti in razložiti povezanost med lastniki, menedžerji, zaposlenimi in ostalimi udeleženci - ločiti in razumeti povezavo med vizijo, smotri, ostalimi cilji, poslanstvom organizacije in operativnim poslovanjem - opredeliti in razložiti vloge med lastniki, menedžerji, zaposlenimi pri razvoju in uresničevanju strategij - razumeti in razložiti pojem strateškega planiranja, organiziranja, vodenja in nadzora v organizaciji - razumeti in razložiti concept politike organizacije - temeljne, razvojne, sprotne - razumeti koncepte sredstev, virov in dejavnosti v organizaciji - razumeti in razložiti menedžment sprememb, vplivanja in odzivanja organizacij na spremembe <p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"> - komunikacijske spretnosti - sposobnost za uporabo teoretičnega 	<p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"> - understand and explain the meaning of the organization and management - relate organization within wide and near outer business environment - to use PORTER and PEST analysis as a support to strategic planning - relate political, economical, social, technological, cultural, ecological aspects with the planning - differ and explain relations between owners, managers, employees, and other participants - differ and understand relations between vision, core-objectives, other objectives, mission and management on the operational level - define and explain roles between owners, managers, employees at strategy development and realization - understand and explain strategic planning, organizing, leading and controlling in the organization - understand and explain the concept of the basic, development, current policy of the organization - understand the concepts of means, resources and activities within the organization - understand and explain change management, effects and responses of the organization on the changes <p><u>Transferable / Key skills and other attributes:</u></p>



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znanja v praksi	<ul style="list-style-type: none">- communication skills- ability to use theoretical knowledge in practice
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Metode poučevanja in učenja: <ul style="list-style-type: none">• Predavanja z aktivno udeležbo študentov (diskusija, reševanje primerov)• Timsko delo študentov, reševanje primerov in poročanje	Learning and teaching methods: <ul style="list-style-type: none">• Lectures with active student participation (discussion, case studies)• Team work of students, solving case studies and reports
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Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
- končni pisni izpit	50 %	Final written exam
- seminarska naloga	50 %	Individual and team seminar work