

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Etika in komuniciranje v podjetništvu
Course title:	Ethics and Entrepreneurial Communication

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester

Podatkovne znanosti, magistrski študijski program druge stopnje	-	Prvi	Drugi
The second cycle masters study programme Data Sciences	-	First	Second

Vrsta predmeta / Course type

Izbirni / elective

Univerzitetna koda predmeta / University course code:

2-PZ-MAG-IP-EKP-2020-06-30

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work		Individ. work	
30	-	30	-	-	90	5

Nosilec predmeta / Lecturer:

Prof. dr. Dejan Jelovac / Full Prof. Dr. Dejan Jelovac

Jeziki /**Languages:****Predavanja / Lectures:****Vaje / Tutorial:**

Slovenski / Slovenian, Angleški / English

Slovenski / Slovenian, Angleški / English

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

Ni posebnih pogojev za vključitev v delo.

There are no special prerequisites for the inclusion in work.

Vsebina:

- uvod v problemsko področje in pojmovno-kategorialni aparat podjetniške etike in poslovnega komuniciranja
- ime in pojem etike (trije različni jeziki sodobne poslovne etike: *delovati, biti in znati* (delati tisto, kar je prav – govorica behaviorističnega nauka; biti tisti pravi – govor vrline; vedeti kaj je dobro – jezik etične teorije)
- poslovna morala vs. poklicna oz. profesionalna morala podjetnikov
- temeljne kategorije poslovne etike (dobro vs. zlo kot najvišje moralne vrednote, moralne ocene oz. sodbe, maksime in norme, dejanje, dosežek, vest, dolžnost, odgovornost, vrlina, značaj, kodeks)
- dobri poslovni običaji kot oporišče sodobne poslovne morale (dve plati sodobne etične teorije - utilitarizem kot iskanje rezultatov in formalizem kot iskanje pravila)
- moralne vrednote, vrline in pravila zglednega poslovanja - moralna dimenzija sodobnega podjetništva v globalnem gospodarstvu
- kodeksi poklicne etike in dobre prakse pri nas: case study vzorcev zglednega vedenja in zaželenega načina obnašanja
- metode, tehnike in strategije preprečevanja in razreševanja moralnih dilem, sporov in konfliktov v poslovni skupnosti
- moralna odgovornost podjetnika do notranjega in zunanjega okolja organizacije (izzivi, pasti in zanke poslovanja z vidika globalne ekonomije)
- perspektive in trendi razvoja sodobne poslovne morale podjetništva v EU
- doseg in meje moči vpliva podjetniške kulture in morale na praktično delovanje podjetnikov v vsakdanji praksi
- podjetniška kultura kot komunikacijsko okolje

Content (Syllabus outline):

- introduction to the topics and conceptual-categorial apparatus of entrepreneurial ethics and business communication
- name and concept of ethics (three different languages of the modern business ethics: *to act, to be and to be able* (to do what is right - the language of behavioural theory, to be the one who is right - voice of virtues, to know what is good - the language of ethical theory)
- business morality vs. professional morality of entrepreneurs
- basic categories of business ethics (good vs. evil as a ultimate moral values, moral judgments, maxims and norms, act, achievement, conscience, duty, responsibility, virtue, character, code)
- good business practices as a basis of modern business morality (two sides of modern ethical theories - utilitarianism as the search of result(s) and formalism as the search of rule(s));
- moral values, virtues and exemplary business rules - moral dimensions of modern entrepreneurial business behaviour in the global economy
- codes of professional ethics and good practice in our country: case study of exemplary patterns of behaviour and desirable mode of conduct
- methods, techniques and strategies for prevention and resolution of moral dilemmas, disputes and conflicts in business community
- moral responsibility of the entrepreneur to the internal and external environment of the organization (the challenges, pitfalls and traps in business operations from the perspective of global economy)
- perspectives and development trends of modern business morality of

<ul style="list-style-type: none"> - temeljna razlaga komunikacijskega procesa in njegovih specifik v podjetništvu: teorije in modeli - izzivi in pasti mednarodnega poslovnega komuniciranja v domačem in globalnem okolju - komunikacijske mreže, vloge in kanali - različne oblike poslovnega komuniciranja (ustno, pisno, nebesedno) - sestanki kot pomembna oblika ustnega komuniciranja v poslovanju - nagovarjanje, pogajanje, lobiranje v podjetniškem komuniciranju - vpliv medkulturnih razlik na poslovno komuniciranje - Zaključna razprava 	<p>entrepreneurship in the EU and Slovenia as well</p> <ul style="list-style-type: none"> - scope of power and limits of influence of the business morality on the practical operation of the entrepreneurs in everyday practice - entrepreneurial culture as a communication environment - a basic explanation of the communication process and its specifics in entrepreneurship: theories and models - challenges and traps of international business communication in the domestic and global environment - communication networks, roles and channels - various forms of business communication (oral, written, non-verbal) - meetings as an important form of oral communication in business - persuasion, negotiation, lobbying in entrepreneurial communication - the impact of intercultural differences on business communication - Concluding debate
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Temeljni literatura in viri / Readings:

HARTLEY, Peter, CHATTERTON, Peter (2015): *Business Communication*, Second edition, London & New York: Routledge.

JELOVAC, Dejan, REK, Mateja (2010): *Komuniciranje v medkulturnem okolju*, Ljubljana, Založba Vega.

KAVČIČ, Bogdan (2004): *Osnove poslovnega komuniciranja*, Ljubljana, Ekonomska fakulteta

ROUSE, Michael, ROUSE, Sandra (2001): *Business Communications: A Cultural and Strategic Approach*, Cengage Learning EMEA.

NEULIEP, James (2006): *Intercultural Communication: A Contextual Approach*, SAGE Publications, London.

TREVINO, Linda Klebe, NELSON, Katherine (2011): *Managing Business Ethics – Straight Talk About How To Do It Right*, fifth edition, Hoboken: John Wiley & Sons, Inc.

CRANE, Andrew, MC WILLIAMS, Abigail, MATTEN, Dirk, MOON, Jeremy, SIEGEL, Donald (eds.) (2009): *The Oxford Handbook of Corporate Social Responsibility*, Oxford: Oxford University Press.

DE GEORGE, Richard (2009): *Business Ethics*, Upper Saddle River: Pearson Education, Prentice Hall.

FERRELL O.C, FRAEDRICH J, FERRELL L. (2008): *Business Ethics – Ethical Decision Making and Cases*, 7th edition, Boston - New York: Houghton Mifflin Co.

CRANE A, Matten D. (2007):

Business Ethics – Managing Corporate Citizenship and Sustainability in the Age of Globalization, 2nd edition, Oxford & New York: Oxford University Press.
FISHER, Colin and LOVELL, Alan (2006): *Business Ethics and Values*, Essex: Pearson Education Ltd.
JELOVAC, Dejan (2000): *Podjetniška kultura in etika*, Portorož: VSŠP.

Cilji in kompetence:

Splošne kompetence:

- Sposobnost fleksibilne uporabe znanja v praksi.
- Poglobljeno razumevanje in kritično razmišljanje o omejitvah oz. kvaliteti podatkov in njihovi etični uporabi.

Predmetno-specifične kompetence:

- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti
- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti
- razvoj kritične in samokritične presoje
- poglobljeno razumevanje družbenega okolja s pomočjo povezovanja različnih družboslovnih disciplin
- poglobljeno razumevanje odnosa med organizacijo in njenim družbenim okoljem
- poglobljeno razumevanje odnosa med organizacijo in posameznikom

Objectives and competences:

General competences:

- The ability of flexible usage of knowledge in practice.
- In-depth understanding and critical thinking about limitations of data quality and their ethical usage.

Subject-specific competences:

- ethical reflection and commitment to professional ethics in the social environment while respecting the principle of non-discrimination and multiculturalism
- sensitivity to people and social environment and the development of communication abilities and skills
- development of critical and self-critical judgement
- in-depth understanding of social environment supported by connecting various social science disciplines
- in-depth understanding of the relationship between the organisation and its social environment

- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov
- sposobnost upravljanja človeških virov
- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno - etičnih vprašanj
- razumevanje individualnih vrednot in vrednotnih sistemov, obvladovanje profesionalno-etičnih vprašanj
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi
- občutljivost za odnose med ljudmi pri delu, fleksibilnost in sposobnost za skupinsko delo, samoiniciativnost, prevzemanje odgovornosti, sposobnost razmišljanja in lastnega mnenja
- razumevanje specifik podjetniškega komuniciranja
- razumevanje bistva komunikacijskega procesa, posebej njegovih ciljev in učinkov ter premagovanja šumov in ovir v poslovni komunikaciji
- poznavanje prednosti in šibkosti besednega vs. neverbalnega podjetniškega komuniciranja
- sposobnost uporabe prepričevalnega poslovnega komuniciranja v realni ekonomiji in e-Podjetništvu
- usposobljenost za uspešno in učinkovito vodenje sestankov kot pomembne oblike poslovnega komuniciranja v sodobnem gospodarstvu
- usposobljenost za lobiranja, pogajanja, javne nastope
- sposobnost uspešne e-Komunikacije v virtualni realnosti

- in-depth understanding of the relation between the organisation and the individual
- the ability of divergent thinking, critical judgement, creativity and overcoming problems
- human resources management ability
- organisational and leadership skills in the organisations combined with the understanding of individual values and group value systems, while comprehending the professional-ethical issues
- understanding of individual values and value systems, managing the professional-ethical issues
- the ability to connect coherently collected knowledge attained from the mandatory courses and its application in practice
- sensitivity to the relations among people at work, flexibility and the ability of team work, self-initiative, taking responsibility, ability of thinking and having one's own opinion
- understanding the specifics of entrepreneurial communication
- understanding the essence of the communication process, in particular its objectives and effects and overcoming noise and obstacles in business communication
- knowledge of the advantages and weaknesses of the verbal versus nonverbal business communication
- the ability to use persuasive business communication in the real economy and e-business
- competence for successful and efficient management of meetings as an important form of business communication in the modern economy
- competence for lobbying, negotiation, public appearances
- ability of successful e-Communication in virtual reality

Predvideni študijski rezultati:

Intended learning outcomes:

Znanje in razumevanje:

Študent bo:

- seznanjen z namenom predmeta, vsebino in metodami dela ter njegovimi obveznostmi
- razumel obseg in vsebino področja poslovne etike in podjetniškega komuniciranja
- dojel bistvo vplivnih etičnih stališč znotraj sodobnega etičnega pluralizma
- razumel in jasno razlikoval ključne kategorije poslovne etike in komuniciranja v poslovnem življenju
- pridobil vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje
- usposobljen za dojetanje moralne in komunikacijske dimenzije poslovnega sveta
- usposobljen za implementacijo poslovnega ravnanja v slogu *dobrega gospodarja*
- razvil etično refleksijo in na njeni podlagi zavezanost vzorcem zglednega poslovanja in komuniciranja
- razvil spretnosti za uporabo različnih metod in tehnik za prepoznavanje, preprečevanje in razreševanje moralnih napetosti/nesoglasij ter šumov v komunikaciji
- pridobil čut za moralno odgovornost do notranjega in zunanjega okolja podjetja
- razvil občutek dolžnosti do izogibanja moralnim spodrslijajem, napakam, ipd.
- razvil občutek za kolegialnost do sodelavcev in lojalnost do delodajalcev ter kooperativnost, timsko delo ter toleranco in upoštevanje konstruktivnih kritik
- razvil čut za nediskriminatornost v upravljanju s človeškimi viri v našem in evropskem gospodarskem okolju
- usposobljen za razumevanje dosega in meja poslovne etike in komuniciranja
- pridobil pregled nad odprtimi vprašanji stroke in njenimi perspektivami v bližnji prihodnosti;

Knowledge and understanding:

Students will be:

- Informed of the purpose of course, content and methods of work and his/her obligations
- Understand the scope and content of the field of business ethics and entrepreneurial communication
- Grasp the essence of important ethical positions within contemporary ethical pluralism
- Understand and clearly distinguish the key categories of business ethics and communication in business life
- Gain insight into the essence of good business practices, their role, place and importance for a successful modern business activity
- Qualified for the perception of moral and communicational dimensions of business world
- Qualified for the implementation of business practices in the style of a good governor
- Able to develop an ethical reflection and on its basis the commitment to the desired patterns of exemplary business behaviour and communication
- Able to develop skills in using various methods and techniques to identify, prevent and resolve moral tensions / conflicts and mistakes and "noises" in entrepreneurial communication
- Gain a sense of moral responsibility for the internal and external business environment of his/her company
- Able to develop a sense of moral duty to avoid moral slips, errors, etc.
- Able to develop a sense of collegiality and loyalty towards employees and employers as well as cooperativeness, teamwork, tolerance and respect for constructive criticism
- Able to develop a sense of non-discrimination in the management of human resources in the Slovenian and European economic environment
- Trained to understand the scope and boundaries of business ethics and communication

- razvil potrebo po nadaljevanju samostojnega razmišljanja in izpopolnjevanja na področju poslovne etike in podjetniškega komuniciranja

- Gain an overview of the open issues of the profession and its perspectives in the near future
- Able to develop a need for continuing self-reflection and improvement in the field of business ethics and entrepreneurial communication

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Vaje na seminarski način (refleksija prebranih besedil in lastnih izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Vaje, ki temeljijo na izkušnji, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija).

Learning and teaching methods:

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- Seminars (reflections of the read texts and own experience, team work, methods of critical thinking, discussions, reporting feedback information, social games);
- Seminars based on experience based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);
- individual and/or groups consultations (discussion, additional explanation, dealing with specific issues);
- a possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection).

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • pisni izpit • seminarska naloga in njen zagovor • domača naloga ter njena predstavitev • predstavitev primera dobrih praks <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50 %</p> <p>25 %</p> <p>15 %</p> <p>10 %</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none"> • written examination • Seminar work and its presentation • Home-work and its presentation • Presentation of the case of best practices <p>Grading is in accordance with the Faculty's evaluation Ordinance</p>
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Reference nosilca / Lecturer's references:

- ROJKO, Katarina, JELOVAC, Dejan. Human role in factories of the future. V: *Zbornik radova*, Prva mednarodna naučna konferencija o digitalnoj ekonomiji DIEC 2018, Visoka škola "Internacionalna poslovno-informaciona akademija" Tuzla, maj 2018. Tuzla: Off-set d.o.o. 2018, str. 165-178.

- AMBROŽ, Maja, JELOVAC, Dejan. The impact of economic crisis on stability and quality of intimate relationship. *Innovative issues and approaches in social sciences*, May 2015, vol. 8, no. 2, str. 86-111.

- JELOVAC, Dejan. Poslovna etika in notranje poročanje / Business ethics and internal reporting. *Poslovodno računovodstvo*, jun. 2014, letn. 7, št. 2, str. 22-47.

- GRUŠOVNIK, Rosana, JELOVAC, Dejan. The Impact of managerial multicultural competences on company's competitive advantage in global economy. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 58-89.

- JELOVAC, Dejan, ORLIĆ, Ranko, SUKLAN, Jana, SRŠEN, Cvetko. Organisational culture measurement: an empirical study of local and regional similarities and differences in case of Post of Slovenia Ltd. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 2, str. 8-34.

- JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. *Raziskave in razprave*, ISSN 1855-6280, 2013, vol. 6, no. 3, str. 115-146.

- KRALJ, Anita, JELOVAC, Dejan, MATE, Vasilij. Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 2013, vol. 6, no. 2, str. 109-138.

- JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, May 2012, vol. 5, no. 2, str. 21-35.

- JELOVAC, Dejan, WAL, Zeger van der, JELOVAC, Ana. Business and government ethics in the new and old EU: an empirical account of public-private value congruence in Slovenia and the Netherlands. *Journal of Business Ethics*, 2011, vol. 103, no. 1, str. 127-141.

- JELOVAC, Dejan, Rek, Mateja (2010): *Komuniciranje v medkulturnem okolju*, Ljubljana, Založba Vega.

- JELOVAC, Dejan. Poslovna etika kot nujni pogoj odličnosti /Business Ethics as a Necessary Condition of Excellence. V: BUKOVEC, Boris (ur.). *Etičnost razmišljanja in*

delovanja pri uveljavljanju strategije univerzalne odličnosti in mojstrstva. V Novem mestu: Fakulteta za organizacijske študije, 2010, str. 83-100.

- JELOVAC, Dejan, ŽITNIK, Jan, VADNJAL, Jaka, DAMJAN, Janez. Virtues of entrepreneurs: Slovenian youth entrepreneurship attitude study. V: 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia. ANIŠIĆ, Zoran (ur.). Proceedings of the 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia. Novi Sad: Faculty of Technical Sciences, Department of Industrial Engineering and Management, 2010, str. 331-337.
- JELOVAC, Dejan, JURICAN, Dobran. Kodeks podjetniške kulture za skladen regionalni razvoj. V: NARED, Janez (ur.), et al. Veliki razvojni projekti in skladni regionalni razvoj, (Regionalni razvoj, 1). Ljubljana: Založba ZRC, ZRC SAZU, 2007, str. 311-318.
- JELOVAC, Dejan. Uticaj verskih uverenja i kulturnih obrazaca na oblikovanje moralnog stava u svetu poslovanja / Impact of religious beliefs and cultural patterns in the shaping of moral attitude in the business world. Management, 2001, let. 6, št. 21-22, str. 77-80.
- JELOVAC, Dejan (2000): Podjetniška kultura in etika, VSŠP. Portorož.
- JELOVAC, Dejan (1994): Postmoderna poslovna etika. Teorija in praksa, 1994, 31, št. 1/2, str. 55-62.