

21. 01. 2025

UČNI NAČRT UČNE ENOTE / COURSE SYLLABUS

Učna enota:	SODOBNO KOMUNICIRANJE IN POSLOVNA ODLIČNOST
Course title:	MODERN COMMUNICATION AND BUSINESS EXCELLENCE

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje podeželja, 1. stopnja	-	3.	5.
Landscape management, 1 st level	-	3.	5.

Vrsta učne enote / Course type Obvezni/Obligatory

Univerzitetna koda učne enote / University course code:

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

Nosilec učne enote / Lecturer: Uroš Pinterič

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

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: Ni pogojev. **Prerequisites:** None.

Vsebina:	Content (Syllabus outline):
<p>Spremembe kot problem in priložnost. Celovita kakovost kot poslovna filozofija stalnega napredka. Odličnost. Od menedžmenta kakovosti do kakovosti menedžmenta. Ekonomski vidik kakovosti. Načela celovite kakovosti in poslovne odličnosti. Modeli izboljševanja kakovosti in poslovne odličnosti. Metode izboljševanja kakovosti in poslovne odličnosti. Statistična orodja kontrole kakovosti. Ne-statistična orodja kontrole kakovosti. Standardizacija in standardi. Funkcije kakovosti v organizaciji. Primeri dobrih praks. Komuniciranje.</p>	<p>Change as an issue and opportunity. Total quality as a business philosophy of continuous improvement. Excellence. From management quality to quality management. Economic aspects of quality. Principles of total quality management and business excellence. Models of quality improvement and business excellence. Methods of quality improvement and business excellence. Statistical tools of quality control. Nonstatistical tools of quality control. Standardization and standards. Quality functions in organizations. Examples of good practices. Communication.</p>

Temeljni literatura in viri / Readings:

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Obvezna literatura / Required reading(s):

Marolt, J., & Gomišček, B. (2005). Management kakovosti. Kranj: Moderna organizacija.

Priporočena literatura/ Recommended reading(s):

Pivka, M. (2000). Management kakovosti. Maribor: Ekonomsko-poslovna fakulteta.

Defeo, J. (2016). Juran's Quality Handbook: The Complete Guide to Performance Excellence (7. izd.). New York: McGraw Hill.

Vodopivec, R. Zupančič, V. in Krevl, I. (2003). Osnove trženja. Piran: Visoka šola za podjetništvo.

Cilji in kompetence:

Cilj te učne enote je pridobiti in razumeti procesov, procesno zasnovane organizacije ter sposobnost obvladovanja nenehnega izboljševanja.

Sposobnost analize, sinteze ter fleksibilne uporabe znanja v praksi.

Poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu.

Objectives and competences:

Goal of this course is to gain and understand processes, process-based organizations and the ability to manage continuous improvements.

Ability to analyze, synthesize, and to apply knowledge in practice.

Knowing the importance of quality and enhancing the quality of professional work through autonomy (self-) critical, (self-) reflexivity and (self-) evaluation.

Predvideni študijski rezultati:

Znanje in razumevanje:

Poznati in razumeti pomen in večplastnosti procesnega pristopa pri obvladovanju kakovosti ter odličnosti proizvodov in storitev.

Poznati in razumeti vlogo in pomen kakovosti proizvodov in storitev v poslovnih odnosih.

Razumeti interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost in učinkovitost obvladovanja kakovosti in poslovne odličnosti.

Intended learning outcomes:

Knowledge and understanding:

Know and understand the importance and complexity of process approach to quality management and excellence in products and services.

Know and understand the role and meaning of quality products and services in business relationships.

Understand the interaction among factors that affect the efficiency and effectiveness of managing quality and business excellence.

Metode poučevanja in učenja:

Predavanja.

Seminarji.

Samostojno delo v smeri utrjevanja teoretičnega znanja in spoznavanja aplikativnih možnosti.

E-izobraževanje (e-predavanja in e-vaje se lahko izvajajo v virtualnem elektronskem učnem okolju ali s pomočjo posebej v ta namen didaktično pripravljenih e-gradiv v virtualnem elektronskem učnem okolju).

Learning and teaching methods:

Lectures.

Seminars.

Independent work to upgrade theoretical knowledge and practical applications.

E-learning (e-lectures and e-tutorials may be held in a virtual electronic learning environment or with the help of specially designed e-material in a virtual electronic learning environment).

Načini ocenjevanja:

Predstavitve, obravnava praktičnih primerov, samostojnih analiz študentov, aktivno skupinsko delo.

Seminarske vaje.

Delež (v %) /

Weight (in %)

Assessment:

Presentations, discussion of practical cases, of students' independent analyses, active group work.

Seminar exercises.

Reference nosilca / Lecturer's references:

PINTERIČ, Uroš. Future of the Europe. Trnava: Trnavská univerzita, 2019. 112 str., tabele. ISBN 978-80-568-0317-2

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KLIMOVSKÝ, Daniel, PINTERIČ, Uroš, JÜPTNER, Petr. Sistemas de gobierno local en países poscomunistas Miembros de la Unión Europea. Gestión y política pública. 2016, vol. 25, no. 1, str. 203-244, ilustr. ISSN 1405-1079

KAPLÁNOVÁ, Patrícia, PINTERIČ, Uroš. Political dimension of European constitutionalism. Slovenská politologická revue. 2015, vol. 15, no. 2, str. 155-170. ISSN 1335-9096

DURNIK, Mitja, PINTERIČ, Uroš. Evropska ustavna ureditev - od mednarodne organizacije do federalne države in nazaj. V: FERFILA, Bogomil (ur.), FERFILA, Bogomil. Travelling with Europe : Slovenia in European Union = Potovanje z Evropo : Slovenija v Evropski uniji. Ljubljana: Fakulteta za družbene vede, 2005. Str. 354-371. Knjižna zbirka Politični procesi in inštitucije. ISBN 961-235-189-9

PINTERIČ, Uroš. Slovenia and the European Union : perspectives and problems : lecture at the Anglo-American University, School of International relations and diplomacy, Prague, 24.11.2011

PINTERIČ, Uroš. European institutional design : lecture holding September 10, 2008. Aalborg: University, Institut for Historie, Internationale Studier og Samfundsforhold, 2008.

PINTERIČ, Uroš. EU environment policy in critical perspective : lecture at the Comenius University, Faculty of Social and Economic Sciences, Bratislava, October 8th, 2014.