

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	KOMUNICIRANJE V MULTIKULTURNEM OKOLJU
Course title:	COMMUNICATION IN A MULTICULTURAL ENVIRONMENT

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
LOGISTIKA SISTEMOV 2.stopnja		2.	3.
SYSTEM LOGISTICS 2.degree		2.	3.

Vrsta predmeta / Course type: IZBIRNI

Univerzitetna koda predmeta / University course code: MAG

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Laboratory work	Druge oblike študija Field work	Samost. delo Individ. work	ECTS
24 e-P 36 a-P		19 e-V 6 a-V			65	5

Nosilec predmeta / Lecturer: IRENA GORENAK

Jeziki / Predavanja / Lectures: SLOVENSKI / SLOVENE
 Languages: Vaje / Tutorial: SLOVENSKI / SLOVENE

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

Prerequisites:

Ni pogojev.

None

Vsebina:

Content (Syllabus outline):

- Komunikacijski procesi v organizaciji in strateški vidiki oblikovanja komunikacijskih procesov v organizaciji.
- Načini in metode komuniciranja ter oblikovanja in posredovanja sporočil v mednarodnem okolju.
- Komuniciranje s poslovnimi partnerji v mednarodnem okolju.
- Kulturološke razlike v mednarodnih poslovnih stikih.
- Lobiranje, pogajanja in predstavitve v različnih kulturnih okoljih
- Poslovni bonton.
- Kultura in etika v komuniciranju.
- Posebnosti posameznih civilizacijskih in

- Communication processes in organisations and strategic aspects of creating communication processes in organisations.
- Means and methods of communication and communicating messages
- Communication with business partners
- Negotiations and presentations
- Cultural differences in international business
- Lobbying
- Business code
- Culture and ethics in communication
- Special features of individual civilisation and cultural entities

kulturnih entitet.

Temeljni literatura in viri / Readings:

Gorenak, I.(2014). *Komuniciranje v multikulturnem okolju*. E- gradivo. Celje: Fakulteta za logistiko.
Berlogar, J. (1999). *Organizacijsko komuniciranje*. Ljubljana: Gospodarski vestnik
Bowman, D.P. (2000). *Prezentacije*. Ljubljana: Založniška hiša Primath
Kneževič, A.N. (2006). *Se znamo obnašati? Sodobno vedenje od A do Ž*. Ljubljana: Mladinska knjiga
Možina, S.,Tavčar, M.,Kneževič, A. N.. (2001). *Poslovno komuniciranje*. Maribor: Obzorja
Pease A., (1997), *Govorica telesa*. Ljubljana: Mladinska knjiga .
Treven, S. (2001). *Mednarodno organizacijsko vedenje*. Ljubljana: GV Založba.
Zidar Gale, T. (2002). *Dialog, gibalno sprememb*. Ljubljana: GV založba
Tekoča periodika.
Dodatna literatura:
Izbrani članki

Cilji in kompetence:

Nadgradnja znanj o komuniciranju in kulturi.

Študenti:

- spoznajo različne vidike poslovne komunikacije,
- spoznajo poglobitve svetovne, kulturne in etnične posebnosti,
- se usposobijo za pridobivanje in posredovanje informacij v multikulturnem in multimedičnem okolju,
- pridobijo multikulturalne kompetence.

Objectives and competences:

Consolidate the knowledge of communication and culture.

Students will:

- understand various aspects of business communication
- understand the main world features, as well as cultural and ethnical features
- be able to relate cultural aspects to the notion of of factual information transfer, both in multicultural and multimedia situations
- develop multicultural competences

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent bo:

- znal opredeliti, pomen in vlogo, komuniciranja in komunikacijskih procesov v organizaciji,
- spoznal načine in metode komuniciranja ter oblikovanja in posredovanja sporočil med poslovnimi partnerji,
- spoznal bo načine uspešnih pogajanj, prezentacij in pomen lobiranja,
- spoznal kulturološke razlike v mednarodnih poslovnih stikih,
- spoznal osnove poslovnega bontona,
- spoznal razlike med glavnimi svetovnimi religijami,
- spoznal značilnosti kulture in etike v komuniciranju in neetično poslovno obnašanje.

Intended learning outcomes:

Knowledge and Understanding:

Students will:

- understand the meaning and the role of communication and communication processes in organizations
- understand the techniques and methods of communication and communicating messages to business partners
- understand the techniques of successful negotiations, presentations and the role of lobbying
- be familiarized with cultural differences in international business operations
- understand the differences between the biggest religions of the world
- develop an awareness of cultural characteristics

Prenesljive/ključne spretnosti in drugi atributi:
Študentje bodo razvili splošne kompetence:

- z uporabo različnih metodičnih prijemov bodo znali pozitivno vplivati na funkcioniranje osnovnih življenjskih interpersonalnih sistemov človeka (zasebno življenje, podjetje, poslovni partnerji, javni odnosi),
- z osvojitvijo znanj in veščin bodo sposobni obvladati verbalno in neverbalno komunikacijo in gojiti ubrane medsebojne odnose v okolju, kjer delujejo,
- usposobili se bodo za kulturno vedenje in sporazumevanje v poslovnih postopkih ter doumeli in se prilagodili komunikacijskim procesom v drugih jezikovnih in kulturnih okoljih.

and ethics in communication as well as non-ethical business conduct

Transferable/Key Skills and other attributes:

Students will develop the following general competences:

- by using various methods students will be able to influence – in a positive way – the way basic interpersonal systems work in real life (i.e. private lives, enterprises, business partners, public relations)
- by gaining knowledge and competences they will be able to master both verbal and non-verbal communication techniques and maintain interpersonal relations in relevant situations
- will be able to interpret cultural behaviour and communicate in business situations as well as register and adjust to communication processes in other languages and cultural social situations

Metode poučevanja in učenja:

Predavanja: pri predavanjih študent spozna teoretične vsebine predmeta. Del predavanj se izvaja na klasični način v predavalnici, del pa v obliki e-predavanj (e-predavanja se lahko izvajajo na videokonferenčni način ali s pomočjo posebej v ta namen didaktično pripravljenih e-gradiv v virtualnem elektronskem učnem okolju).

Vaje: pri vajah študent utrdi teoretično znanje in spozna aplikativne možnosti. Del vaj se izvaja na klasični način v predavalnici, del pa v obliki e-predavanj (e-vaje se lahko izvajajo na videokonferenčni način ali s pomočjo posebej v ta namen didaktično pripravljenih e-gradiv v virtualnem elektronskem učnem okolju).

Learning and teaching methods:

Lectures: Students understand the theoretical frameworks of the course. Part of the lecture course is in a classroom while the rest is in the form of e-learning (e-lectures may be given via video-conferencing or with the help of specially designed e-material in a virtual electronic learning environment)

Seminars: Students enhance their theoretical knowledge and are able to apply it. Part of the seminar is in a classroom while the rest is in the form of e-learning (e-seminars may be given via video-conferencing or with the help of specially designed e-material in a virtual electronic learning environment)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Aktivno sodelovanje in predstavitev krajše naloge	40 točk 40%	Active participation at seminars and a presentation of a short assignment 40 points
Pisni izpit	60 točk 60%	Written examination 60 points

Reference nosilca / Lecturer's references:

1. GORENAK, Irena. *Organizational culture in service sector : scientific monograph*. Electronic ed. Celje [etc.]: SPH - Scientific Publishing Hub, 2015. 109 str., tabele. ISBN 978-961-6948-04-3. <http://sphub.org/books/organizational-culture-in-service-sector/>. [COBISS.SI-ID 282593280]
2. MLAKER KAČ, Sonja, GORENAK, Irena, POTOČAN, Vojko. The influence of trust on collaborative relationships in supply chains. *E+M*, ISSN 1212-3609, 2016, vol. 19, no. 2, str. 120-131. dx.doi.org/10.15240/tul/001/2016-2-008, doi: [10.15240/tul/001/2016-2-008](https://doi.org/10.15240/tul/001/2016-2-008). [COBISS.SI-ID 12353820], [JCR, SNIP, WoS do 25. 7. 2016: št. citatov (TC): 0,

čistih citatov (CI): 0, normirano št. čistih citatov (NC): 0]

3. MLAKER KAČ, Sonja, GORENAK, Irena, POTOČAN, Vojko. Influence of relationship commitment and trust on collaborative behaviour in supply chains. *Promet*, ISSN 0353-5320, 2015, vol. 27, no. 1, str. 77-84, ilustr. <http://www.fpz.unizg.hr/traffic/index.php/PROMTT/article/view/1575>, doi: [10.7307/ptt.v27i1.1575](https://doi.org/10.7307/ptt.v27i1.1575). [COBISS.SI-ID [512660285](#)], [JCR, SNIP, WoS do 2. 5. 2015: št. citatov (TC): 0, čistih citatov (CI): 0, normirano št. čistih citatov (NC): 0, Scopus do 10. 8. 2015: št. citatov (TC): 0, čistih citatov (CI): 0, normirano št. čistih citatov (NC): 0]
 4. GORENAK, Irena, MLAKER KAČ, Sonja. The importance of relationship factors in tourism supply chain. V: GORENAK, Mitja (ur.). *The issues on the horizon of sustainable development in tourism*. Essex: Pearson Education Limited, cop. 2016, str. 83-92. [COBISS.SI-ID [2048143955](#)]
 5. GORENAK, Irena, ROSI, Bojan. The importance of intercultural competencies in logistics. V: DRAŠKOVIĆ, Veselin. *Management and logistics : selected topics*. 1st electronic ed. Czestochowa [etc.]: SPH - Scientific Publishing Hub, 2016, str. 69-75, ilustr. <http://sphub.org/books/management-and-logistics>. [COBISS.SI-ID [512763965](#)]
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