

**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 21 a-P		19 e-V 21 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.

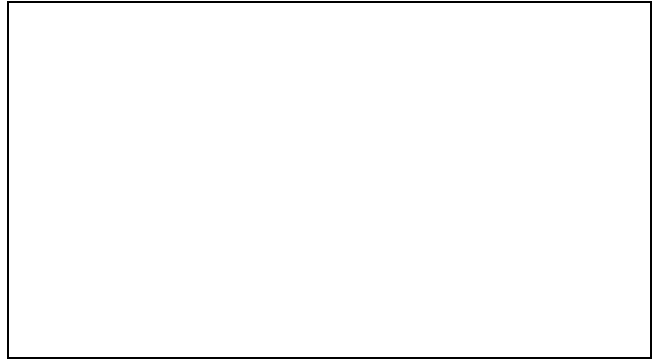
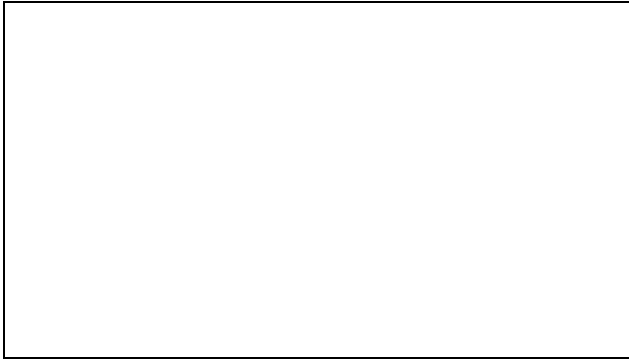
None

Vsebina:

Content (Syllabus outline):

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

- Communication and communication processes
- 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



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, gibalo 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 multimedialnem 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:
<ul style="list-style-type: none"> <li>▪ Aktivno sodelovanje in predstavitve krajše naloge 40 točk</li> <li>▪ Pisni izpit 60 točk</li> </ul>	40	<ul style="list-style-type: none"> <li>▪ Active participation at seminars and a presentation of a short assignment 40 points</li> </ul>
	60	<ul style="list-style-type: none"> <li>▪ Written examination 60 points</li> </ul>

**Reference nosilca / Lecturer's references:**

1. 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. [COBISS.SI-ID 512660285], [JCR, SNIP]
2. GORENAK, Irena, GORIČAN, Anita. Zadovoljstvo bolnikov v primarnem zdravstvu - primer Zdravstvenega

doma Šmarje pri Jelšah = Patient satisfaction in primary health care - a case study of The health centre Šmarje pri Jelšah. *Zdravstveno varstvo*, ISSN 0351-0026. [Tiskana izd.], 2011, letn. 50, št. 3, str. 175-184. <http://versita.metapress.com/content/k581356pp5007427/fulltext.pdf>. [COBISS.SI-ID 28810713], [JCR, SNIP, WoS do 5. 10. 2011: št. citatov (TC): 0, čistih citatov (CI): 0, normirano št. čistih citatov (NC): 0, Scopus do 14. 9. 2011: št. citatov (TC): 0, čistih citatov (CI): 0, normirano št. čistih citatov (NC): 0]

3. GORENAK, Irena, MLAKER KAČ, Sonja, ORTHABER, Sara. Cross-cultural comparison of online job advertisements. *Logistics & sustainable transport*, ISSN 2232-4968. [Spletna izd.], 17-03-10, vol. 1, iss. 5, 13 str. [http://www.jlst.org/uploads/article\\_gorenak\\_orthaber\\_kac.pdf](http://www.jlst.org/uploads/article_gorenak_orthaber_kac.pdf). [COBISS.SI-ID 512204093]

4. MLAKER KAČ, Sonja, GORENAK, Irena. The difference in understanding relationships in supply chain management. V: XII. international logistics and supply chain congress, 30-31 October 2014, Istanbul, Turkey. BASKAK, Murat (ur.), BUYUKOZKAN, Gulcin (ur.). Supply chains of the future : LM-SCM 2014, XII. International Logistics and Supply Chain Congress, 30-31 October 2014, Istanbul, Turkey : proceedings. Istanbul: Seyda Serdar Asan, 2014, [5] str. [COBISS.SI-ID 512597053]

5. ORTHABER, Sara, GORENAK, Irena. Facework in customer service encounters. V: 31. mednarodna konferenca o razvoju organizacijskih znanosti, 21.-23. 3. 2012, Portorož, Slovenija = 31st International Conference on Organizational Science Development, March 21st-23rd, 2012, Portorož, Slovenia. FERJAN, Marko (ur.), et al. Kakovost, inovativnost, prihodnost : zbornik 31. mednarodne konference o razvoju organizacijskih znanosti = Quality, innovation, future : proceedings of the 31st International Conference on Organizational Science Development. Kranj: Moderna organizacija, 2012, str. 1519-1523, graf. prikazi. [COBISS.SI-ID 512408125]

6. LUKINYH, Julija, GORENAK, Irena, ORTHABER, Sara, MLAKER KAČ, Sonja. Acquisition of multicultural competences in higher education. V: *Logistika - evrazijski most : materialy VI Meždunarodnoj naučno-praktičeskoj konferencii*, (2-3 marca 2011, g. Krasnojarsk) : v 2-h častjah = *Logistics - the eurAsian bridge : materials of VI International scientifically-practical conference*, (March, 2-3th 2011, Krasnojarsk) : in 2 parts. Krasnojarsk: Sibirskij gosudarstvennyj aerokozmičeskij universitet, cop. 2011, str. 109-117, ilustr. [COBISS.SI-ID 512320061]

7. ŠTEMBERGER KOLNIK, Tamara, GORENAK, Irena. Komunikacija v organizaciji in njen vpliv na zadovoljstvo zaposlenih = Communication within the organization and its impact on employee satisfaction. V: KAUČIČ, Boris Miha (ur.), VIDNAR, Nataša (ur.), MAJČEN DVORŠAK, Suzana (ur.). *Odličnost v zdravstvu - odprti za nove ideje : zbornik prispevkov z recenzijo*, Laško, 12. april 2011. [Ljubljana]: Zbornica zdravstvene in babiške nege Slovenije - Zveza strokovnih društev medicinskih sester, babic in zdravstvenih tehnikov Slovenije, Sekcija medicinskih sester v managementu, 2011, str. 70-80. [COBISS.SI-ID 66892801]

8. LUKINYH, Julija, GORENAK, Irena, ORTHABER, Sara, MLAKER KAČ, Sonja. Cross-cultural perspectives of doing business in Russia and Slovenia. V: V International scientifically-practical conference devoted to fiftieth anniversary of the Siberian State Aerospace University, named after academician M. F. Reshetnev, seventy fifth anniversary of the Krasnojarsk Region (February, 4-5th 2010, Krasnojarsk). KOVALEV, Ivan Vladimirovich (ur.). *Logistika i ekonomika regionov : materialy V Meždunarodnoj naučno-praktičeskoj konferencii, nosjačennoy 50-letif Sibirskogo gosudarstvennogo aerokozmičeskogo univerrsiteta imeni akademika M. F. Rešetneva, 75-letif obrazovanija Krasnojarskogo kraja* (4-5 Febralja 2010, g. Krasnojarsk) : v 2-h častjah = *Logistics and economics of region : materials of V International scientifically-practical conference devoted to fiftieth anniversary of the Siberian State Aerospace University, named after academician M. F. Reshetnev, seventy fifth anniversary of the Krasnojarsk Region* (February, 4-5th 2010, Krasnojarsk) : in 2 parts. Krasnojarsk: Sibirskij gosudarstvennyj aerokozmičeskij universitet imeni akademika M. F. Rešetneva, cop. 2010, str. 56-62. [COBISS.SI-ID 512175165]