

**UČNI NAČRT PREDMETA/COURSE SYLLABUS**

Predmet:	NABAVA IN STORITVE ZA STRANKE
Course title:	SOURCING AND CUSTOMER SERVICE

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 <sup>nd</sup> 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
6 e-P 15 a-P		9 e-V 15 a-V			135	6

Nosilec predmeta / Lecturer: MATEVŽ OBRECHT

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:**

Načrti nabave.  
 Dogovori dobaviteljev.  
 Postopki nabavnih procesov.  
 E-orodja za nabavo.  
 Politika kupcev in nakupne odločitve.  
 Organizacija storitev za kupce/stranke.  
 Ključni kazalniki uspešnosti (KPI) na področju storitev za stranke.  
 CRM sistemi .  
 Segmentacija kupcev in iskanje tržnih niš v trajnostni potrošnji.

**Vaje:**  
 Priprava načrta nabave.  
 Priprava sporazumov z dobavitelji.  
 Ustvari in upravlja sodelovanje z dobavitelji.  
 Pogajalske strategije, z vsemi vključenimi deležniki.  
 Politika storitev za kupce/stranke.  
 Organizacija storitev za stranke.  
 Določa ključne kazalnike uspešnosti (KPI) in izvaja spremembe za izboljšanje.  
 Sistemi za upravljanje odnosov s strankami (CRM).

**Content (Syllabus outline):**

Sourcing plans.  
 Supplier agreements.  
 Operational purchasing processes.  
 Electronic (e)-Procurement tools.  
 Customer service policy and purchasing decisions.  
 Customer service organization.  
 Key Performance Indicators (KPI) in customer service area.  
 Information Technology Systems (ITS and CRM).  
 Customer segmentation and identifying niche market in sustainable consumption.

**Tutorials:**  
 Prepares sourcing plans.  
 Establishes supplier agreements.  
 Creates and manages collaborative supplier relationships.  
 Negotiation strategies with all involved stakeholders.  
 Implements a customer service policy.  
 Establishes a customer service organization.  
 Defines and implements Key Performance Indicators (KPIs) to improve customer service.  
 Customer Relationship Management (CRM) systems.

Temeljni literatura in viri / Readings:  
E-gradivo predmeta./E-learning materials.

Chopra, S., Meindl, P. (2012). Supply Chain Management. Prentice Hall, New York. Sunil Chopra (Author).  
Weele A. (2002). Purchasing and supply chain management: Analysis, Planning and practice. Thompson, London.  
Dumas, M., La Rosa, M., Medeling, J., & Reijers, H. A. (2013). Fundamentals of business process management. Berlin: Springer Verlag.

#### Cilji in kompetence:

##### Cilji:

Izboljšanje sposobnosti pri vodenju virov.  
Izboljšanje sposobnosti na področju storitev za stranke.  
Predstavitev informacijskih sistemov pri nabavi in storitvah za stranke.  
Izboljšanje sposobnosti pri ustvarjanju in izvajanju učinkovitih strategij nabave.  
Pridobivanje znanja o celotnem ciklu in procesih vodenja naročil.

##### Kompetence:

Študent zna izboljšati logistične procese pri nabavi in storitvah za stranke.  
Študent zna izbrati pomembne informacije, ki vplivajo na nabavo in storitve za stranke.  
Študent ima ustrezen odnos do dela in sodelavcev.  
Študent je sposoben zmanjšati nabavne stroške z uporabo optimizacije virov s področja nabave.  
Študent pomembno prispeva k splošni uspešnosti organizacije.  
Študent lahko upravlja, komunicira z dobavitelji in strankami prek različnih komunikacijskih metod.

#### Objectives and competences:

##### Learning objectives:

Improving skills in sourcing management.  
Improving skills in customer service area.  
Presenting IT systems in sourcing and customer service.  
Improving skills in creating and executing effective sourcing strategies.  
Acquiring knowledge of the overall order management cycle and processes.

##### Competences:

Student is able to improve logistics processes in sourcing and customer service.  
Student can select important information, which has an influence on sourcing and customer service.  
Student has an impeccable attitude to work and coworker.  
Student is capable to reduce the sourcing cost, using optimization of sourcing initiatives.  
Student makes a significant contribution to overall organizational performance.  
Student can manage customers via various communication methods and can overcome challenging customers.

#### Predvideni študijski rezultati:

##### Znanje in razumevanje:

Študent pozna metode in tehnike, ki se uporabljajo pri nabavi in storitvah za stranke.  
Študent pozna glavne cilje nabave in storitev za stranke.  
Študent pozna odnose med podjetji v oskrbovalni verigi.  
Študent razume vlogo upravljanja nabave in oskrbe v kontekstu oskrbovalne verige.  
Študent razume vodenje ponudbe in razvoj strategije, vključno z vrstami strategij dobave.  
Študent razume analizo in klasifikacijo naročil.  
Študent razume vpliv učinkovitih storitev za stranke, ključne vidike in odgovornosti zaposlenih v procesu povračila strankam.  
Študent razume ključne meritve, uporabljene pri funkcijah za povračilo kupcev.  
Študenti razumejo ključne koncepte in prakse pri upravljanju odnosov s strankami.  
Študent razume koncept trajnostne potrošnje.

#### Intended learning outcomes:

##### Knowledge and Understanding:

Student has a knowledge about methods and techniques used in sourcing and customer service.  
Student knows main aims of sourcing and customer service.  
Student knows about relationships between companies in supply chain.  
Student understands the role of procurement and supply management in a supply chain context.  
Student understands supply management and strategy development, including types of supply strategies.  
Student understands procurement analysis and classification.  
Student understands the impact of effective customer service, key aspects of, and employee responsibilities in, the customer return process.  
Student understands key metrics used in customer returns functions.  
Student understands key concepts and practices in customer relationship management.  
Student understands concept of sustainable consumption.

Prenesljive/ključne spretnosti in drugi atributi:  
 Študent je sposoben izboljšati nabavne in uporabniške storitve z uporabo informacijskih sistemov.  
 Študent zna uporabiti standarde za reševanje problemov pri nabavi in storitvah za stranke.  
 Študent pozna logistično terminologijo in lahko komunicira s partnerji o oskrbovalni verigi (tudi v tujih jezikih).  
 Študent je sposoben oceniti trge dobave.  
 Študent zna razviti strategijo pridobivanja, izvajanja in institucionalizacije.  
 Študent zna izbrati najustreznejšo strategijo nabave za določeno storitev.  
 Študent zna prepoznati načine merjenja storitvenih zmogljivosti.  
 Študent zna identificirati ključne korake v življenjskem ciklusu kupca.  
 Študent upošteva regulativne zahteve pri storitvah za stranke.

Transferable/Key Skills and other attributes:  
 Student is able to improve sourcing and customer service with using IT systems.  
 Student can use standards to solve problems in sourcing and customer service.  
 Student knows special (logistics) terminology and can communicate with partners in the supply chain (also in foreign languages).  
 Student is capable to assess supply markets.  
 Student is capable to develop a sourcing strategy, implementing and institutionalizing it.  
 Student can select the most appropriate sourcing strategy for a given service.  
 Student can recognize how the service performances are measured.  
 Student can identify key steps in the customer life cycle.  
 Student recognizes regulatory concerns in customer service operations.

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-vaj (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).

Tutorials: 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-tutorials 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:
Opravljenih obveznosti e-predavanj in e-vaj so pogoj za pristop k izpitu.	30%	Successful completion of e-lectures and e-tutorials is a prerequisite for entering the exam.
• Opravljen seminar.	50 %	• Coursework.
• Pisni izpit.	20 %	• Written examination.
• Ustni izpit in sodelovanje.		• Oral examination and cooperation.

Reference nosilca / Lecturer's references:

- KNEZ, Matjaž, OBRECHT, Matevž. Policies for promotion of electric vehicles and factors influencing consumers' purchasing decisions of low emission vehicles. *Journal of sustainable development of energy, water and environment systems*, ISSN 1848-9257, 2017, vol. 5, iss. 2, str. 151-162.

- KNEZ, Matjaž, JEREB, Borut, OBRECHT, Matevž. Factors influencing the purchasing decisions of low emission cars : a study of Slovenia. *Transportation research. Part D, Transport and environment*, ISSN 1361-9209. [Print ed.], July 2014, vol. 30, str. 53-61.

- BRATINA, Tadej, OBRECHT, Matevž. V spletni prodaji oblačil zelo visok delež vračil. *Embalaža, okolje, logistika : strokovna specializirana revija za embalažo, okolje in logistiko*, ISSN 1855-4849, apr. 2017, [Št.] 117, str. 54-55.

- BRATINA, Tadej, ŠINKO, Simona, ŠLAJMER, Vanessa, OBRECHT, Matevž. Ecolabels and ecodesign potential for greening companies supply chains. V: LERHER, Tone (ur.). *Proceedings*. Celje: Faculty of Logistics. 2018, str. 31-37.

- ŠINKO, Simona, ŠIPEK, Gregor, BRATINA, Tadej, GRAČNER, Tadej, MOHORKO, Katja, ŠLAJMER, Vanessa, DENAC, Matjaž, KNEZ, Matjaž, OBRECHT, Matevž. Review of ecolabels : impact on greening the supply chains. V: MLINARIĆ,

Tomislav Josip (ur.), et al. *ZIRP 2017 : new solutions and innovations in logistics and transportation*. Zagreb: Fakultet prometnih znanosti. 2017, str. 373-380.

- JEREB, Borut, KNEZ, Matjaž, KUKOVIČ, Darja, CVAHTE OJSTERŠEK, Tina, OBRECHT, Matevž. Green product. V: JEREB, Borut (ur.), et al. *Environmental management & audit : Tempus project Recoaud. 1, Scarcity & introduction to environmental management*. 1st electronic ed. Czestochowa [etc.]: SPH - Scientific Publishing Hub. 2016, str. 43-50.

**Opomba:**

Navedene sestavine so obvezna sestavina učnega načrta predmeta kot ga določajo Merila za akreditacijo visokošolskih zavodov in študijskih programov v 7. členu (Ur. l. RS, št. 101/2004).