

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Ime predmeta: KOMUNICIRANJE V LOGISTIKI IN OSKRBOVALNIH VERIGAH
 Course title: COMMUNICATION IN LOGISTICS AND SUPPLY CHAINS

Študijski program in stopnja Study programme and cycle	Študijska smer Study option	Letnik Year of study	Semester Semester
LOGISTIKA SISTEMOV 2. stopnja		2.	3.
SYSTEM LOGISTICS 2 nd degree		2.	3.

Vrsta predmeta (obvezni ali izbirni) /
 Course type (compulsory or elective)

IZBIRNI
 ELECTIVE

Univerzitetna koda predmeta / University course code:

MAG

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Clinical training	Druge oblike študija Other forms of study	Samost. delo Individual work	ECTS
30 a-P 10 e-P		30 a-V 10 e-V			100	6

Nosilec predmeta / Course coordinator:

SONJA MLAKER KAČ

Jeziki /Languages:

Predavanja / Lectures: SLOVENSKI/SLOVENE

Vaje / Tutorial: SLOVENSKI/SLOVENE

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

Ni pogojev.

Prerequisites for enrolling in the course or for performing study obligations:

None.

Vsebina (kratek pregled učnega načrta):

- Komunikacijski procesi in modeli
- Organizacijsko komuniciranje (interno komuniciranje, eksterno komuniciranje, pomembnost obojega v logistiki in oskrbovalnih verigah)
- Komuniciranje in odnosi v oskrbovalnih verigah (pomen komuniciranja v oskrbovalnih verigah, dejavniki grajenja odnosov v oskrbovalnih verigah)
- Tržno komuniciranje (definiranje tržnega komuniciranja, modeli tržnega komuniciranja, pomen tržnega komuniciranja v oskrbovalnih verigah)
- Krizno komuniciranje (krizno komuniciranje v logistiki in oskrbovalnih verigah)

Content (syllabus outline):

- Communication processes and models
- Organizational communication (internal communication, external communication, importance of both in logistics and supply chains)
- Communication and relationships in supply chains (importance of communication in supply chains, factors in building relationships in supply chains)
- Market communication (definition of market communication, models of market communication, importance of market communication in supply chains)
- Crisis communication (crisis communication in logistics and supply chains)
- Multicultural communication (Hofstede's dimension of cultures and connection with intercultural communication)

- Multikulturno komuniciranje (Hofstedova dimenzija kultur in povezava z medkulturnim komuniciranjem)



Temeljni literatura in viri / Reading materials:

Hofstede, G. J., Pedersen, P., Hofstede G. H. (2006). Komuniciranje: raziskovanje kulture: primeri, vaje in simulacije. Ljubljana: Družba Piano.

Moran, R. T., Harris, P. R. & Moran S. V. (2007). Managing Cultural Differences: Global Leadership Strategies for the 21st Century. Amsterdam: Elsevier Butterworth-Heinemann.

Hofstede G. & Hofstede G. J. (2005). Cultures and Organizations: Software of the Mind. New York: McGraw-Hill.

Neuliep, J. W. (2011). Intercultural Communication. A Contextual Approach. 5th edition. London: Sage Publications.

Schneider- Flaig S. (2010). Veliki novi bonton, primerno vedenje za vsako priložnost. Ljubljana: Mladinska knjiga.

Gesteland, R. R. (1999) Cross-Cultural Business Behaviour, Second Edition, Copenhagen: Copenhagen Business School Press.

Clayton, P. (2004). Poslovna govorica telesa, naša prednost in priložnost. Ljubljana: Prešernova družba.

Treven, S. (2001). Mednarodno organizacijsko vedenje. Ljubljana: GV založba.

Cilji in kompetence:

Cilji predmeta so:

- opredeliti in razumeti komuniciranje, komunikacijske procese in modele v kontekstu logistike in oskrbovalnih verig,
- razumeti pomen tržnega komuniciranja v logistiki in oskrbovalnih verigah in ga implementirati v logistične procese,
- razumeti pomen kriznega komuniciranja v logistiki in oskrbovalnih verigah in ga implementirati v logistične procese,
- razumeti pomen medkulturnega komuniciranja v logistiki in oskrbovalnih verigah in sposobnost uporabe tega znanja na realnih primerih.

Kompetence, ki jih študentje pridobijo:

- sposobnost implementacije in evalvacije komunikacijskih procesov in modelov v logistiki in oskrbovalnih verigah,
- sposobnost ustreznega vedenja v logistiki in oskrbovalnih verigah v medkulturnem okolju, v kriznih situacijah in s stališča tržnega komuniciranja,
- se usposobijo v praksi uporabljati pridobljeno teoretično znanje.

Objectives and competences:

The objectives of the course are:

- define and understand communication, communication processes and models in the context of logistics and supply chains,
- understand the importance of marketing communication in logistics and supply chains and implement it in logistics processes,
- understand the importance of crisis communication in logistics and supply chains and implement it in logistics processes,
- understand the importance of intercultural communication in logistics and supply chains and the ability to apply this knowledge to real cases.

Competences that students acquire:

- ability to implement and evaluate communication processes and models in logistics and supply chains,
- ability to behave appropriately in logistics and supply chains in an intercultural environment, in crisis situations and from market communication point of view,
- are trained to apply the acquired theoretical knowledge in practice.

Predvideni študijski rezultati:

Študent bo znal:

- uporabiti in evalvirati komuniciranje v logistiki in oskrbovalnih verigah,

Intended learning outcomes:

The student will know:

- how to use and evaluate communication in logistics and supply chains,

- uporabiti in evalvirati tržno komunikacijske procese v logistiki in oskrbovalnih verigah,
- uporabiti in evalvirati krizno komuniciranje v logistiki in oskrbovalnih verigah,
- uporabiti in evalvirati medkulturno komuniciranje v logistiki in oskrbovalnih verigah.

- how to use and evaluate marketing communication processes in logistics and supply chains,
- how to use and evaluate crisis communication in logistics and supply chains,
- how to use and evaluate intercultural communication in logistics and supply chains.

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 %) / Share (in %)	Assessment methods:
Način (pisni izpit, ustno izpraševanje, naloge, projekt)		Method (written or oral exam, coursework, project):
• Pisni izpit	60 %	• Written exam
• Vaje	10 %	• Tutorials
• Seminarska naloga	20 %	• Seminar paper
• Naloge pri e-predavanjih in e-vajah	10 %	• Tasks in e-lectures and e-tutorials

Reference nosilca / Course coordinator's references:

MLAKER KAČ, Sonja, GORENAK, Irena, POTOČAN, Vojko. The influence of trust on collaborative relationships in supply chains. *E+M : ekonomie a management*. 2016, vol. 19, no. 2, str. 120-131. ISSN 1212-3609. <http://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](https://www.cobiss.si/id/12353820)], [JCR, SNIP, WoS do 13. 9. 2020: št. citatov (TC): 2, čistih citatov (CI): 2, Scopus do 10. 8. 2020: št. citatov (TC): 4, čistih citatov (CI): 4].

MLAKER KAČ, Sonja, GORENAK, Irena. Differences in understanding the importance of factors influencing collaboration in supply chains in view of educational background and work experiences = Razlike u razumijevanju važnosti faktora koji utječu na suradnju u opskrbnim lancima s obzirom na razinu obrazovanja i radno iskustvo. *Informatologia*. srp. 2016, vol. 49, no. 1/2, str. 22-30. ISSN 1330-0067. http://hrcak.srce.hr/index.php?show=clanak&id=clanak_jezik=238653. [COBISS.SI-ID [512791101](https://www.cobiss.si/id/512791101)], [SNIP, Scopus].

MLAKER KAČ, Sonja, GORENAK, Irena, POTOČAN, Vojko. Influence of relationship commitment and trust on collaborative behaviour in supply chains. *Promet*. [Print ed.]. 2015, vol. 27, no. 1, str. 77-84, ilustr. ISSN 0353-5320. <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 10. 8. 2020: št. citatov (TC): 5, čistih citatov (CI): 5, Scopus do 10. 8. 2020: št. citatov (TC): 3, čistih citatov (CI): 3].

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

KMETEC, Anja, ROSI, Bojan, MLAKER KAČ, Sonja. The importance of partnerships in supply chains. *Management*. 2019, vol. 24, no. 2, str. 95-106. ISSN 1846-3363. <https://doi.org/10.30924/mjcmi.24.2.7>, DOI: [10.30924/mjcmi.24.2.7](https://doi.org/10.30924/mjcmi.24.2.7). [COBISS.SI-ID [513055549](#)], [SNIP, WoS, Scopus].

MLAKER KAČ, Sonja, TOMŠE, Tajana, GORENAK, Irena. Intercultural education and training of Slovene police officers for the purpose of international missions. V: POTOČAN, Vojko (ur.), UNGAN, Mustafa (ur.), NEDELKO, Zlatko (ur.). *Handbook of research on managerial solutions in non-profit organizations*. Hershey: IGI Global, cop. 2017. Str. 298-320, ilustr. Advances in public policy and administration (Print). ISBN 978-1-5225-0731-4. <http://www.igi-global.com/chapter/intercultural-education-and-training-of-slovene-police-officers-for-the-purpose-of-international-missions/163760>, DOI: [10.4018/978-1-5225-0731-4.ch014](https://doi.org/10.4018/978-1-5225-0731-4.ch014). [COBISS.SI-ID [512829757](#)], [Scopus].