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| **UČNI NAČRT PREDMETA / COURSE SYLLABUS** |
| **Ime predmeta:** | KOMUNICIRANJE V LOGISTIKI IN OSKRBOVALNIH VERIGAH |
| **Course title:** | COMMUNICATION IN LOGISTICS AND SUPPLY CHAINS |
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| **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 2nd degree |  | 2. | 3. |
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| **Vrsta predmeta (obvezni ali izbirni) /** **Course type (compulsory or elective)** | IZBIRNI  |
| ELECTIVE  |
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| **Univerzitetna koda predmeta / University course code:** | MAG |
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| **Predavanja****Lectures** | **Seminar****Seminar** | **Vaje****Tutorial** | **Klinične vaje****Clinical training** | **Druge oblike študija****Other forms of study** | **Samost. delo****Individual work** |  | **ECTS** |
| 30 a-P10 e-P |  | 30 a-V10 e-V |  |  | 100 |  | 6 |
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| **Nosilec predmeta / Course coordinator:** | **SONJA MLAKER KAČ** |
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| **Jeziki /Languages:** | **Predavanja / Lectures:** | SLOVENSKI/SLOVENE |
| **Vaje / Tutorial:** | SLOVENSKI/SLOVENE |
| **Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:** |  | **Prerequisites for enrolling in the course or for performing study obligations:** |
| Ni pogojev. |  | None. |
| **Vsebina (kratek pregled učnega načrta):**  |  | **Content (syllabus outline):** |
| * Komunikacijski procesi in modeli
* Organizacijsko komuniciranje (interno komuniciranje, eksterno komuniciranje, pomembnost obojega v logistiki in oskrbovalnih verigah)
* Komuniciranje in odnosi v oskrbovalnih verigah (pomen komuniciranje 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)
* Multikulturno komuniciranje​ (Hofstedova dimenzija kultur in povezava z medkulturnim komuniciranjem)
 |  | * 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)
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| **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.Treven, S. (2001). Mednarodno organizacijsko vedenje. Ljubljana: GV založba. |
| **Cilji in kompetence:** |  | **Objectives and competences:** |
| 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.
 |  | 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.
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| **Predvideni študijski rezultati:** |  | **Intended learning outcomes:** |
| Študent bo znal:* uporabiti in evalvirati komuniciranje v logistiki in oskrbovalnih verigah,
* 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.
 |  | The student will know:* how to use and evaluate communication in logistics and supply chains,
* 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.
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| **Metode poučevanja in učenja:** |  | **Learning and teaching methods:** |
| 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). |  | 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)* Pisni izpit
* Vaje
* Seminarska naloga
* Naloge pri e-predavanjih in e-vajah
 |   60 %10 %20 %10 %  | Method (written or oral exam, coursework, project):* Written exam
* Tutorials
* Seminar paper
* Tasks in e-lectures and e-tutorials
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| **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://dx.doi.org/10.15240/tul/001/2016-2-008). [COBISS.SI-ID [12353820](https://plus.si.cobiss.net/opac7/bib/12353820?lang=sl)], [[JCR](https://plus.si.cobiss.net/opac7/jcr?c=sc=1212-3609+and+PY=2016&r1=true&lang=sl), [SNIP](https://plus.si.cobiss.net/opac7/snip?c=sc=1212-3609+and+PY=2016&r1=true&lang=sl), [WoS](http://gateway.isiknowledge.com/gateway/Gateway.cgi?GWVersion=2&SrcAuth=Alerting&SrcApp=Alerting&DestApp=WOS&DestLinkType=FullRecord&UT=000378672100008) do 13. 9. 2020: št. citatov (TC): 2, čistih citatov (CI): 2, [Scopus](http://www.scopus.com/inward/record.url?partnerID=2dRBettD&eid=2-s2.0-85009843903) 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://plus.si.cobiss.net/opac7/bib/512791101?lang=sl)], [[SNIP](https://plus.si.cobiss.net/opac7/snip?c=sc=1330-0067+and+PY=2016&r1=true&lang=sl), [Scopus](http://www.scopus.com/inward/record.url?partnerID=2dRBettD&eid=2-s2.0-84978682940)].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://dx.doi.org/10.7307/ptt.v27i1.1575). [COBISS.SI-ID [512660285](https://plus.si.cobiss.net/opac7/bib/512660285?lang=sl)], [[JCR](https://plus.si.cobiss.net/opac7/jcr?c=sc=0353-5320+and+PY=2015&r1=true&lang=sl), [SNIP](https://plus.si.cobiss.net/opac7/snip?c=sc=0353-5320+and+PY=2015&r1=true&lang=sl), [WoS](http://gateway.isiknowledge.com/gateway/Gateway.cgi?GWVersion=2&SrcAuth=Alerting&SrcApp=Alerting&DestApp=WOS&DestLinkType=FullRecord&UT=000352253600008) do 10. 8. 2020: št. citatov (TC): 5, čistih citatov (CI): 5, [Scopus](http://www.scopus.com/inward/record.url?partnerID=2dRBettD&eid=2-s2.0-84937562391) 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](https://plus.si.cobiss.net/opac7/bib/512204093?lang=sl)].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://dx.doi.org/10.30924/mjcmi.24.2.7). [COBISS.SI-ID [513055549](https://plus.si.cobiss.net/opac7/bib/513055549?lang=sl)], [[SNIP](https://plus.si.cobiss.net/opac7/snip?c=sc=1331-0194+and+PY=2019&r1=true&lang=sl), [WoS](http://gateway.isiknowledge.com/gateway/Gateway.cgi?GWVersion=2&SrcAuth=Alerting&SrcApp=Alerting&DestApp=WOS&DestLinkType=FullRecord&UT=000545125800007), [Scopus](http://www.scopus.com/inward/record.url?partnerID=2dRBettD&eid=2-s2.0-85078445094)].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://dx.doi.org/10.4018/978-1-5225-0731-4.ch014). [COBISS.SI-ID [512829757](https://plus.si.cobiss.net/opac7/bib/512829757?lang=sl)], [[Scopus](http://www.scopus.com/inward/record.url?partnerID=2dRBettD&eid=2-s2.0-85013230709)]. |