

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Socialni podjem
<b>Course title:</b>	Social Venture

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni management, druga	Program nima smeri	drugi	tretji
Intercultural management, second	The programme has no fields	second	third

**Vrsta predmeta / Course type** Izbirni B / optional B

**Univerzitetna koda predmeta / University course code:**  

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	10	0	0	0	120	5

**Nosilec predmeta / Lecturer:** prof. dr. Dejan Jelovac/Prof. dr. Dejan Jelovac

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	slovensko, angleško / Slovenian, English
<b>Vaje / Tutorial:</b>	slovensko, angleško / Slovenian, English

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

Vpis v 1. letnik magistrskega študija.

**Prerequisites:**

Enrolment into the first year of postgraduate study.

### Vsebina:

- Uvod v problemsko področje socialnega podjetništva;
- Definiranje pojma socialnega podjetništva; Podobnosti in razlike med socialnim in poslovnim podjetjem (socialna vs. klasična ekonomija; neprofitni tj. tretji sektor vs. zasebni);
- Socialni podjetnik kot nova paradigma miselnosti, ki združuje »družbena« in »ekonomska« merila poslovanja;
- Vpliv zunanjih dejavnikov družbenih trendov t. i. PEST (politika-pravo, ekonomija, socio-kultura, tehnologija) na socialni podjetnik;
- Vpliv notranjih dejavnikov socialnega podjetja (osebne lastnosti socialnega podjetnika kot so ustvarjalnost, predhodne izkušnje, kognitivni dejavniki in njegova družbena mreža, organizacijska kultura njegovega podjetja, družbena struktura podjetja, finančne omejitve, kakovost kadrov, nasprotujoče si potrebe deležnikov, ipd.);
- Socialni in intelektualni kapital podjetja kot temelj in okvir socialnega podjetja;
- Posebnosti upravljanja in vodenja socialnega podjetja;
- Vpliv socialnega podjetništva na družbene spremembe in trajnostni razvoj (npr. zmanjševanje brezposelnosti ranljivih skupin prebivalstva, priložnost za prostovoljstvo in filantropija, ipd.);
- Družbena odgovornost socialnega podjetništva: izzivi in izzive 21. stoletja;
- Zaključna razprava: kritična refleksija o

### Content (Syllabus outline):

- Introduction into the field of social entrepreneurship;
- Defining the phenomenon of social entrepreneurship;
- Similarities and differences between social and business entrepreneurship (social vs. classical economy; non-profit ie. Third sector vs. private sector );
- The social venture as a new mind-set paradigm that combines "social" and "economic" performance criteria;
- The impact of social trends external factors such as so called PEST (Policy-law, economics, socio-culture, technology) to a social enterprise;
- The impact of internal factors of a social enterprise (personal characteristics of the social entrepreneur as creativity, prior experience, cognitive factors, and its social network, organizational culture of his company, the social structure, financial constraints, the quality of human resources, conflicting needs of stakeholders, etc.
- Social and intellectual capital of the enterprise as the foundation and framework of the social entrepreneurial venture; Specifics of the leadership and management of social enterprise;
- The impact of social entrepreneurship on social changes and sustainable development (eg. reducing the level of unemployment of vulnerable groups, the opportunity for volunteering and philanthropy, etc.);
- Corporate social responsibility of social entrepreneurship: challenges and threats in

možnosti uspešne implementacije socialnega podjetja v vsakdanji poslovni praksi in družbenem okolju.

21st century;

- Concluding debate: a critical reflection on the possibility of successful implementation of the social entrepreneurial venture in everyday business practice and social environment.

### Temeljna literatura in viri / Readings:

Levenson Keohane, Georgia (2013): *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors*. McGraw-Hill, New York.

Scofield, Rupert (2011): *The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World*. McGraw-Hill, New York.

Bornstein, David in Davis, Susan (2010): *Social Entrepreneurship: What Everyone Needs to Know*. Oxford University Press, Oxford & New York.

Brooks, Arthur (2009): *Social Entrepreneurship: A Modern Approach to Social Value Creation*. Pearson Prentice Hall, Upper Saddle River.

Yunus, Muhammad (2011): *Bulding Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs*. PublicAffairs, New York.

Barringer R., Bruce in Ireland Duane R. (2008): *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education International. New Jersey: Upper Saddle River.

Burns, Paul (2007): *Entrepreneurship and Small Business*, second edition, Houndmills. Basingstoke: Palgrave Macmilan,

Kuratko, Donald in Hodgetts, Richard (2006): *Entrepreneurship*, seventh edition. The Dryden Press, Fort Wort.

### Cilji in kompetence:

- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskriminatornosti in multikulturalnosti;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- razvoj refleksije ob upoštevanju lokalne,

### Objectives and competences:

- The ability to formulate original ideas, concepts and solutions for specific problems;
- Ethical reflection and commitment to professional ethics in the social environment with respect for the principles of non-discrimination and multiculturalism;
- The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;

nacionalne in globalne ravni;

- razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;
- razvoj sposobnosti interdisciplinarnega mišljenja in sodelovanja;
- sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- sposobni razviti kulturno refleksijo in na tej podlagi zavezanost želenim vzorcem zglednega poslovnega obnašanja;
- sposobni razviti občutek za nediskriminacijo pri upravljanju človeških virov v EU gospodarskem okolju;
- pridobili pregled odprtih vprašanj stroke in njenih perspektivah v bližnji prihodnosti;
- sposobni razviti potrebo po nadaljevanju samorefleksije in izboljšavah na tem področju.
- uporaba in kombiniranje znanj za različnih disciplinarnih področij;
- razumevanje različnih teoretskih pristopov in njihova uporaba pri reševanju konkretnih problemov;
- razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih;
- organizacijske in vodstvene spretnosti za usmerjanje dela v večkulturnem okolju;
- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno - etičnih vprašanj.

- Development of reflection taking into account local, national and global level;
- Development of the need to achieve social justice and support the diversity;
- Development of interdisciplinary thinking and cooperation skills;
- Ability to learn on the basis of relevant sources from different areas of theory and practice;
- Able to develop an cultural reflection and on this basis the commitment to the desired patterns of exemplary business behaviour;
- Able to develop a sense of non-discrimination in the management of human resources in the European economic environment;
- Gain an overview of the open issues of the profession and its perspectives in the near future;
- Able to develop a need for continuing self-reflection and improvement in this area.
- Applying and combining the knowledge from different disciplines;
- Understand the different theoretical approaches and apply them in solving concrete problems;
- Understanding of relationships between individuals and groups in different cultural environments;
- Organizational and leadership skills for management in multi-cultural environment;
- Organizational and leadership skills in organizations, understanding the individual

values and collective value systems, with the management of professional - ethical issues;

#### **Predvideni študijski rezultati:**

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz socialnega podjetništva;
- obvlada pojmovno-kategorialni aparat, relevantne znanstvene teorije, temeljna znanja in veščine ter paradigmatične primere dobrih praks na polju socialnega podjetništva, reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih metod;
- pridobi vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje;
- izdelava seminarsko nalogo, usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja na področju socialne ekonomije;
- izvede študijo primera in primerjalno študijo primera;
- reflektira in kritično ovrednoti primernost določene metode za analizo in rešitev konkretnega problema v vsakdanji poslovni praksi socialnega podjetja.

#### **Intended learning outcomes:**

- in relation to other courses knows and understands the relevant chapters of social entrepreneurship;
- mastered the conceptual-categorical apparatus of the relevant scientific theory, basic knowledge and skills as well as paradigmatic examples of good practice in the field of social entrepreneurship, reflects on and critically evaluate the professionalism and ethics of the methods used;
- gain an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- independently produce a seminar work, trained for the implementation of business conduct in the style of a good businessman at the field of social economy;
- carry out a case study and comparative case study;
- reflects on and critically evaluate the appropriateness of a specific method for the analysis and solution of a concrete problem in everyday business practice of social venture.

#### **Metode poučevanja in učenja:**

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera,

#### **Learning and teaching methods:**

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- Seminars based on experience based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical

<p>metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);</p> <ul style="list-style-type: none"> <li>• Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);</li> <li>• Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samournavanje, refleksija).</li> </ul>	<p>reading and writing, evaluation, self-evaluation);</p> <ul style="list-style-type: none"> <li>• Individual and/or groups consultations (discussion, additional explanation, dealing with specific issues);</li> <li>• A possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection).</li> </ul>
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<b>Načini ocenjevanja:</b>	Delež (v %) / Weight (in %)	<b>Assessment:</b>
Način (pisni izpit, ustno izpraševanje, naloge, projekt):	70%	Type (examination, oral, coursework, project):
Pisni/ustni izpit	30%	Written/Oral exam
zagovor seminarske naloge na vajah		Defence of the seminar paper in the seminars
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance

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

Jelovac, Dejan in Rihtaršič, Tanja (2014): Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, 7(1), str. 82-98.

Jelovac, Dejan in Rihtaršič, Tanja (2013): A model of Slovenian ethical consumerism. *Raziskave in razprave*, 6(3), str. 115-146.

Kralj, Anita; Jelovac, Dejan in Mate, Vasilij (2013): Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 6(2), str. 109-138.

Jelovac, Dejan (2012): The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, 5(2), str. 21-35.

Brglez, Robi; Jelovac, Dejan; Miklavc, Jan; Jelen, Tomaž in Besednjak, Aneja (2012): An empirical study of the attitude of final year secondary school students in Goriška region toward entrepreneurship. *Raziskave in razprave*, 5(3), str. 3-50.

Jelovac, Dejan in Maške, Matjaž (2012): An empirical study of transformational leadership in Slovenian entrepreneurship. *Innovative issues and approaches in social sciences*, 5(3), str. 65-82.

Jelovac, Dejan; Wal, Zeger van der in Jelovac, Ana (2011): Business and government ethics in the new and old EU: an empirical account of public-private value congruence in Slovenia and the Netherlands. *Journal of Business Ethics*, 103(1), str. 127-141.

Brglez, Robi in Jelovac, Dejan (2011): Institucionalno varstvo starejših kot podjetniški izziv na primeru občine Slovenska Bistrica. *Raziskave in razprave*, 4(2), str. 3-44,

Vadnjal, Jaka; Jelovac, Dejan in Damjan, Janez (2010): Vpliv šole in okolja na odnos odraslih srednješolcev do podjetništva. *Andragoška spoznanja*, 16(1), str. 23-34.

Vadnjal, Jaka; Jelovac, Dejan in Damjan, Janez (2009): Odnos srednješolcev do podjetništva. V: Nared, Janez in Perko, Drago (ur.): *Razvojni izzivi Slovenije*, (Regionalni razvoj, 2). Ljubljana: Založba ZRC, str. 161-171.

Jelovac, Dejan in Juričan, Dobran (2007): Kodeks podjetniške kulture za skladen regionalni razvoj. V: Nared, Janez et al. (ur.): *Veliki razvojni projekti in skladni regionalni razvoj*, (Regionalni razvoj, 1). Ljubljana: Založba ZRC, ZRC SAZU, str. 311-318.

Jelovac, Dejan (2000): *Podjetniška kultura in etika*. Portorož: VSŠP.