UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Lobiranje in pogajanja v EU
Course title:	Lobbying and Negotiations in EU

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	prvi ali drugi	drugi ali četrti
Intercultural Management, second	The programme has no fields	first or second	second or fourth

Vrsta predmeta / Course type	izbirni / Elective

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija Other work	Samost. delo Individ. work	ECTS
20	0	15	0	0	145	6

Nosilec predmeta / Lecturer:	izr. prof. dr. Andrej Kovačič/ Assoc. Prof. Andrej Kovačič, PhD

Jeziki / Languages:	Predavanja / Lectures:	slovensko, angleško / Slovenian, English
	Vaje / Tutorial:	slovensko, angleško / Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	**Prerequisits:**
Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.	Only general prerequisites met at the enrolment in the study programme are needed.

Vsebina:	**Content (Syllabus outline):**
• Lobiranje – splošna opredelitev. • Pojem lobiranja - v ZDA in v Evropi, nekoč in danes. • Profil in profesionalne kvalifikacije lobista. • Specifične značilnosti poslovnega lobista. • Vloga lobistov.	• Lobbying - a general definition. • The concept of lobbying - in the U.S. and Europe, past and present. • Lobbyist profile and professional qualifications. • Specific characteristics of a business lobbyist.

• Vrste lobističnih organizacij. • Značilnosti lobistov (tipologija). • Kako uporabiti kulturne posebnosti partnerjev kot instrument uspešnih pogajanj in lobiranja. • Pogajalske tehnike lobistov. • Priprava pogajalske strategie. • Tipologija pogajalskih scenarijev. • Pogajalska psihologija. • Prvine pogajalskega procesa.	• The role of lobbyists. • Types of lobby organizations. • Characteristics of lobbyists (typology). • How to use the cultural specifics of partners as an instrument for successful negotiations and lobbying. • Negotiation techniques of lobbyists. • Preparation of negotiation strategy. • Typology of negotiation scenarios. • Negotiation psychology. • Elements of the negotiation process.

Temeljni literatura in viri / Readings:

Obvezna literatura:
Kovačič, Andrej (2019): *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo.*

Doris Dialer, Margarethe Richter (2018): *Lobbying in the European Union: Strategies, Dynamics and Trends.* Springer.

Klüver, Heike (2013): *Lobbying in the European Union: interest groups, lobbying coalitions, and policy change.* Oxford: Oxford University Press.

Benedetti, Ksenija et al. (2006): *Lobiranje je vroče – Komuniciranje z vplivnimi javnostmi za menedžerje*. Maribor: SPEM Komunikacijska skupina.

Priporočena literatura:
Fink Hafner, Danica (2007): *Lobiranje in njegova regulacija*. Ljubljana: Fakulteta za družbene vede.

Elgström, Ole in Christer Jönsson (2005): *European Union negotiations: processes, networks and institutions*. London; New York: Routledge.

Cilji in kompetence:

• sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;

• strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;

• razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;

• sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;

• sposobnost zagona strategij oziroma pretvorbe strategij v projekte;

• sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa;

• sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;

• sposobnost razumevanja državljanske svobode, enakosti, dostojanstva, pravic in odgovornosti;

• razvoj refleksije ob upoštevanju lokalne, nacionalne in globalne ravni;

• razvoj znanja, veščin in stališč za vseživljenjsko učenje;

• spodbujanje razvoja obveščenih in aktivnih državljanov;

• razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;

Objectives and competences:

• The ability to formulate original ideas, concepts and solutions for specific problems;

• The strategic orientation, i.e. the ability to anticipate events resulting from cultural dynamics, the ability to offer solutions to prevent their negative consequences;

• The development of communication skills and skills for communicating with different environments;

• The ability for teamwork, i.e. willingness for cooperation, collaboration, taking into account the opinions of others and fulfilment of the defined roles within the team and the group;

• The ability to launch strategies or transform strategies into projects;

• The ability to manage, coordinate and plan the business process;

• The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;

• The ability to understand citizens' freedom, equality, dignity, rights and responsibilities;

• Development of reflection taking into account local, national and global level;

• The development of knowledge, skills and positions for lifelong learning;

• Promoting the development of informed and active citizens;

• Development of the need to achieve social justice and support the diversity;

• sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse; • spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij. • poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize; • sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov; • strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc; • razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji; • fleksibilnost in prilagodljivost, tj. sposobnost delovanja v večkulturnem okolju; • sposobnost navezovanja stikov v večkulturnem okolju in komuniciranja z akterji iz različnih kulturnih okolij; • sposobnost anticipacije in reševanje problemov, ki izhajajo iz medkulturnih razlik; • sposobnost razumevanja in obvladovanja medkulturnih informacij; • razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih; • sposobnost kulturne empatije, tj. razumevanja idej, vrednot in mišljenjskih vzorcev iz različnih kulturnih okolij.	• Ability to learn on the basis of relevant sources from different areas of theory and practice; • Promoting the integration of advanced technologies for learning and studying the social and the business studies. • Understanding of cultural and social processes and their ability for complex analysis; • Ability to formulate original ideas, concepts and solutions of certain problems; • Strategic orientation, i.e. the ability to anticipate future events deriving from the cultural dynamics, the ability to provide solutions to prevent their negative consequences; • Development of communication skills to communicate with different environments; • Flexibility and adaptability, i.e. ability to work in a multicultural environment; • Ability to connect in a multicultural environment and to communicate with people from different cultural backgrounds; • Ability of anticipation and solving problems arising from cultural differences; • Ability to understand and manage cross-cultural information; • Understanding the relationships between individuals and groups from different cultural environments; • Ability of cultural understanding, i.e. understanding ideas, values, and cognitive patterns from different cultural backgrounds.

Predvideni študijski rezultati:

Študent/ka:
• pozna pojem lobiranja in njegove cilje, instrumente, tipologijo, pravila, kodifikacijo, dejavnost, poklic in sodobno poslovno lobiranje;

• pozna procese lobiranja;

• spozna multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov;

• v povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za lobiranje in oblikovati lobistični načrt.

Intended learning outcomes:

Students:
• Are familiar with the concept of lobbying and its objectives, instruments, typology, rules, codification, business, profession and modern business lobbying;

• Are familiar with the process of lobbying;

• Learn about the multicultural environment of lobbying and negotiating techniques and methods of lobbyists;

• In conjunction with an imaginary or specific problem can define the key points for lobbying and lobbying to create a plan.

Metode poučevanja in učenja:

• predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);

• seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);

• eksperimentalne vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);

• individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);

• oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje,

Learning and teaching methods:

• Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);

• Tutorial (reflection of experience, project work, team work, critical thinking, discussion, feedback, social games);

• Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment);

• Individual and group consultations (discussion, further explanation, considering specific issues);

• Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);

samouravnavanje, refleksija, samoocenjevanje);	• Use of online classroom or other contemporary ICT tools.
• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.	

Načini ocenjevanja: **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
• Pisni/ustni izpit	50 %	• Written / oral examination
• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50 %	• Active participation, reports on laboratory work and the paper presentation
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej, Sraka, Marko in Škabar, Matjaž (2018): Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, letn. 33, [št.] 2, str. 20-37.

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej in Sraka, Marko (2019): Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, vol. 12, no. 2, str. 24-44. http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf.

Kovačič, Andrej (2014): The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

Kovačič, Andrej (2014): *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega.

Kovačič, Andrej in Podgornik, Nevenka (2013): Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences,* 6(2), str. 82-97.

Kovačič, Andrej (2013): Using the method of observation in testing media advertising. *Research in social change*, 5(2), str. 5-22.

Kovačič, Andrej (2012): How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 4(2), str. 85-113.

Kovačič, Andrej (2011): Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 4(2), str. 45-74.