

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Kvantitativni modeli v trženju
Course title	Quantitative Models of Marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje poslovnih in informacijskih sistemov / 2. stopnja	Upravljanje poslovnih sistemov	1.	2.
Business and Information Systems Management / 2 nd Cycle	Business Systems Management	1 st	2 nd

Vrsta predmeta/Course type modularni/module

Univerzitetna koda predmeta/University course code 2_UPS_1_M2_UN2

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
15		10			155	6

Nosilec predmeta/Lecturer: doc. dr. Jelena Klisara

Jezik/ Languages:	Predavanja/Lectures:	slovenski/Slovenian
	Vaje/Tutorial:	slovenski/Slovenian

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

Prerequisites:

<ul style="list-style-type: none"> • pogoj za vključitev v delo je vpis v prvi letnik študijskega programa, • študent mora pred izpitom pripraviti in predstaviti projektno nalogo. 	<ul style="list-style-type: none"> • the condition for inclusion is entry in the first year of study, • student has to prepare, present and defend a project paper before the exam.
---	---

Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • Uvod. Raziskovalni procesi. Raziskovalni problemi. Raziskovalna etika. Priprava raziskovalnega načrta. Vrste informacij, potrebnih za oblikovanje tržnih aktivnosti. • Zasnova zbiranja podatkov. Sekundarni podatki. Primarni podatki. Načini zbiranja podatkov. • Izdelava anketnega vprašalnika. Izbor tipa vprašalnika. Določitev vsebine vprašanj. Odgovori na 	<ul style="list-style-type: none"> • Introduction. Research processes. Research problems. Research ethics. Preparation of the research plan. Types of information needed to create market activities. • Data collection concept. Secondary data. Primary data. Methods of data collection. • Designing a questionnaire. Selecting the type of questionnaire. Defining the content of the questions. Answers to individual
---	--

<p>posamezna vprašanja. Organiziranost vprašanj in določitev oblike vprašalnika.</p> <ul style="list-style-type: none"> • Specifičnost telefonskih osebnih anket. Specifičnost anketiranja po pošti. Zanesljivost in veljavnost. • Intervju. Delphi. Panel. • Analiza podatkov. • Metode za razvrščanje v skupine. • Metoda glavnih komponent in faktorska analiza. • Analiza portfolio. 	<p>questions. Organizing questions and determining the form of the questionnaire.</p> <ul style="list-style-type: none"> • Specificity of telephone personal surveys. Specificity of postal interviewing. Reliability and validity. • Interview. Delphi. Panel. • Data analysis. • Grouping methods. • The main component method and factor analysis. • Portfolio analysis.
--	---

Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> • Johnson, R. A., D.W. Wichern (2002). Applied Multivariate Statistical Analysis. New Jersey: Prentice Hall. • Dillon, W.R., M. Goldstein (1984). Multivariate Analysis. New York: Wiley & Sons.

Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic, • sposobnost kreativne uporabe znanja v poslovnem okolju, • etična refleksija in zavezanost profesionalni etiki v poslovnem okolju, spoštovanje nediskriminatornosti in multikulturalnosti v organizaciji in njenem (mednarodnem) okolju, • proaktiven odnos do interesnih skupin (partnerjev, dobaviteljev, kupcev, konkurence in politikov...), • sposobnost za načrtovanje, upravljanje in samokontrolo izvajanja marketinških načrtov, • celostno obvladovanje temeljnega znanja mikro- in makro-ekonomije, strateškega menedžmenta, marketinga, sodobnih organizacijskih teorij in metodologije raziskovanja ter njegova interdisciplinarna uporaba, 	<h3>Objectives and competences:</h3> <p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of processes in the organization's business environment and ability to analyze, synthesize and anticipate solutions as well as their consequences, • the ability to creatively use knowledge in a business environment, • ethical reflection and commitment to professional ethics in the business environment, respect for non-discrimination and multiculturalism in the organization and its (international) environment, • proactive attitude towards stakeholders (partners, suppliers, customers, competition and politicians, etc.), • the ability to plan, manage and self-control the implementation of marketing plans, • comprehensive management of the fundamental knowledge of micro- and macroeconomics, strategic management, marketing,
--	---

<ul style="list-style-type: none"> • razumevanje splošne strukture družboslovnih ved in povezanost s kvantitativnimi vedami, ekonomijo, poslovođenjem, poslovnimi in organizacijskimi vedami, pravom ... • razumevanje individualnih vrednot in vrednostnih sistemov, obvladovanje profesionalno-etičnih vprašanj, • usposobljenost za strateško vodenje, upravljanje in razvoj najzahtevnejših delovnih sistemov po sodobnih organizacijsko-ekonomskih načelih, • razumevanje odnosov med organizacijo in socialnim okoljem – sistemsko gledanje in delovanje. 	<p>contemporary organizational theories and methodology of research as well as its interdisciplinary application,</p> <ul style="list-style-type: none"> • understanding the general structure of social sciences and the connection with quantitative sciences, economics, management, business and organizational sciences, law, etc. • understanding individual values and value systems, managing professional-ethical issues, • competence for strategic management, for managing and developing the most demanding work systems according to modern organizational-economic principles, • understanding relationships between the organization and the social environment - systemic viewing and operation.
---	---

Predvideni študijski rezultati:

Študent/študentka zna:

- ovrednotiti pomen dejavnikov, ki vplivajo na ustvarjalno reševanje problemov,
- določiti raziskovalni problem in pripraviti raziskovalni načrt,
- sistematično zbrati, procesirati in analizirati primarne in sekundarne podatke,
- uporabiti metode, ki služijo za odkrivanje tržnih priložnosti ali težav, za nadzorovanje nastopa na trgu, pa tudi za boljše razumevanje procesa odločanja v podjetju.

Intended learning outcomes:

Students are able to:

- evaluate the significance of factors that influence the creative problem solving,
- identify the research problem and prepare a research plan,
- systematically collect, process and analyze primary and secondary data,
- use methods that serve to discover market opportunities or problems, to control market entry, as well as to better understand the decision-making process in the company.

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov, ekskurzija),
- *vaje* v vsebinski povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre),
- *individualne in skupinske konzultacije* (diskusija, dodatna

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples, solving problems),
- *tutorial* in content relation to practice (reflection of experience, project work, team work, methods of critical thinking, discussion, giving feedback, social games),
- individual and group *consultations* (discussion, additional explanation,

razlaga, obravnava specifičnih vprašanj), <ul style="list-style-type: none"> • <i>oblikovanje portfolija in samostojen študij</i> (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje). 	dealing with specific questions), <ul style="list-style-type: none"> • <i>designing a portfolio and independent study</i> (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation).
---	--

Načini ocenjevanja:	Delež (v %) Weight (v %)	Assessment:
Načini: <ul style="list-style-type: none"> • 100 % udeležba na predavanjih in vajah, • uspešno opravljena projektna naloga s predstavitvijo in zagovorom. <p>Če študent ni 100 % udeležen na predavanjih in vajah, mora poleg projektne naloge opraviti tudi izpit:</p> <ul style="list-style-type: none"> - izpit, - priprava, predstavitev in zagovor projektne naloge. <p>Ocenjevalna lestvica: ECTS.</p>	<p>100 %</p> <p>60 %</p> <p>40 %</p>	Types: <ul style="list-style-type: none"> • 100 % attendance of lectures and tutorial, • successfully accomplished project assignment with presentation and defense. <p>If the student has not fully attended lectures and tutorial (100%), they have to prepare the project paper and take the exam:</p> <ul style="list-style-type: none"> - exam, - preparation, presentation and defense of a project paper. <p>Grading scheme: ECTS.</p>