

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Retorika
Course title	Rhetoric

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna informatika 1	Poslovna informatika	2./3.	4./5.
Business Informatics 1	Business Informatics	2 nd /3 rd	4 th /5 th

Vrsta predmeta/Course type izbirni/elective

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30		30			90	6

Nosilec predmeta/Lecturer: Izr. prof. dr. Jasmina Starc

Jeziki/ Predavanja/Lectures: slovenski/Slovenian
Languages: **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 2. ali 3. letnik študija. • Študent mora pred izpitom pripraviti in predstaviti seminarsko nalogo, opraviti javni govorni nastop na temo, ki jo določi predavatelj - nastop poteka pred kamero, analiza posnetka ustno, pisno pa odda portfolio. 	<ul style="list-style-type: none"> • The prerequisite for participation is enrolment in the second or third year of study. • Students should prepare and successfully present their seminar papers on the topic specified by the lecturer before the examination and submit a portfolio. The presentation takes place in front of the camera, analysis of the recording is made orally.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Uvod.</i> Vloga in pomen retorike kot discipline uspešnega (govornega) prepričevanja in argumentiranja v poslovnem svetu, nastanek in zgodovina retorike, dejstveni in čustveni pomen jezika pri retoriki: verbalna in neverbalna komunikacija, paraverbalna komunikacija (pomen in moč barve, intonacije, jakosti, ritma, takta in tempa glasu ter pomen pavz), zvrstnost jezika in javno nastopanje, trening večje fleksibilnosti in samozavesti, aktivno 	<ul style="list-style-type: none"> • <i>Introduction.</i> The role and importance of the rhetoric as a discipline, a successful (voice) persuasion and argumentation in the business world, the origin and history of rhetoric, facts and emotional importance of language in the rhetoric: verbal and non-verbal communication, para-verbal communication (the importance and power of colour, intonation, volume, rhythm of voice and the importance of gaps in the speech), varieties of language and public
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<p>poslušanje.</p> <ul style="list-style-type: none"> • <i>Etika dialoga.</i> Spoznajo temeljna prepričevalna sredstva, razumejo maksime kvalitete, kvantitete, spoznavajo razliko med dobrimi in slabimi argumenti, dialogika, manipulacija. • <i>Oblike govorov.</i> Kratek govor, informativni govor, prepričevalni govor, improvizirani govor, daljši govor. • <i>Sestavni deli retorične tehnike.</i> Temelji dobre in učinkovite predstavitve, vsebine govorov, sestavni deli govorov, priprava (kako se na nastop pripravimo, premagovanje nelagodja in treme pred nastopom, • upravljanje s stresom, usklajevanje telesa, glas in čustev z vsebino nastopa) in izvedba govora (govornik kot medij, ohranjanje dobrega stika s poslušalci, moč besed, kako ravnamo z vprašanji in ugovori, analiza po govoru). • <i>Znanje in veščine dobrega govorca.</i> • <i>Odnos poslovnežev do nastopov in predstavitev.</i> • <i>Govori na delovnem mestu, v klubih in združenjih, v javnosti.</i> 	<p>speaking, training of flexibility and self-esteem, active listening.</p> <ul style="list-style-type: none"> • <i>The ethics of dialogue.</i> Learning about the basic means of persuasion, understanding the maxims of quality, quantity, learn about the differences between good and bad arguments, dialogue and manipulation. • <i>Types of speeches.</i> Short speech, informative speech, persuasive speech, improvised speech, long speech. • <i>Components of rhetorical techniques.</i> The foundations of good and effective presentation, the content of the speech, parts of speeches, preparation (how to prepare a speech, overcoming stage fright and discomfort before the presentation, how to manage stress, coordination of body, voice and emotions to the content occurrence) and the implementation of speech (speaker as a medium, maintaining contact with the audience, the power of words, how we handle questions and objections, a speech analysis). • <i>Knowledge and skills of a good speaker.</i> • <i>The relationship of businessmen to the performances and presentations</i> • <i>Speeches at the workplace, in clubs and associations, in public.</i>
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Temeljna literatura in viri/Readings:

Bole Vrabc, A. in Ilich, B. (2000). Govori za vse priložnosti. Radovljica: Oziris.
Carnegie, D. (2004). Kako se naučiš javno nastopati in govoriti. Ljubljana: Mladinska knjiga.
Enkelmann, N. B. (1997). Moč retorike: prepričati z govorom, glasom in osebnostjo. Kranj: Vernar Consulting.
Kennedy, G. A. (2001). Klasična retorika. Ljubljana: Založba ZRC.
Lerche, R. (1996). Veščine javnega nastopanja. Radovljica: Skriptorij KA.
Sloane, T. O. (2001). Encyclopedia of Rhetoric. Oxford: Oxford University Press.
Starc, J. (v pripravi do 2008). Retorika. Novo mesto: Visoka šola za upravljanje in poslovanje Novo mesto.
Zidar, T. (1996). Retorika: moč besed in argumentov. Ljubljana: Gospodarski vestnik.

Cilji in kompetence:

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- fleksibilna uporaba znanja v praksi;
- občutljivost/odprtost za ljudi in socialne situacije ter razvoj komunikacijskih spretnosti za domače in mednarodno okolje;

Objectives and competences:

The learning unit mainly contributes to the development of the following general and specific competences:

- flexible use of knowledge in practice
- sensitivity/openness to people and social situations and the development of communication skills for both, domestic

<ul style="list-style-type: none"> • etična refleksija in zavezanost profesionalni etiki v poslovnem okolju, spoštovanje nediskriminatornosti in multikulturalnosti v organizaciji in njenem (mednarodnem) okolju; • sposobnost pridobivanja, selekcije in evalvacije novih informacij in zmožnost ustrezne interpretacije v kontekstu na področju ekonomije, podjetništva, poslovne informatike, ravnanja z ljudmi, kvantitativnih metod, prava in poslovanja; • sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju upravljanja in poslovanja; • razumevanje individualnih vrednot in vrednotnih sistemov, obvladovanje profesionalno-etičnih vprašanj; • usposobljenost za preverjanje in ocenjevanje dosežkov zaposlenih ter oblikovanje povratnih informacij; • komuniciranje s strokovnjaki z različnih področij gospodarskega in družbenega življenja; • sodelovanje z interesnimi skupinami (dobavitelji, kupci, konkurenco in politico, ...). 	<p>and international environment;</p> <ul style="list-style-type: none"> • ethical reflection and commitment to professional ethics in the business environment, respecting non-discrimination and multiculturalism in an organization and its (international) environment; • the ability to access, select and evaluate new information and the ability for a relevant interpretation in the context of economics, entrepreneurship, business informatics, human resources, quantitative methods, law and management; • the ability to use information and communication technology and systems in business and management; • understanding individual values and value systems, managing professional and ethical issues; • the ability to check and evaluate an employee's performance and giving feedback; • communicating with experts from various fields of economic and social life; • collaboration with stakeholder groups (suppliers, customers, competition and politics, ...).
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- pozna in razume pomen retorike;
- pozna in razume vlogo retorike v poslovnih odnosih;
- pozna in obvladuje osnove retorike in argumentacije;
- pozna in razume pomen jezikovnih struktur, logike, konteksta, različnih vrst občinstva za razumevanje, razlago in tvorbo različnih vrst besedil;
- razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost govorjenja;
- pridobljeno znanje uporablja pri procesih pisnega, verbalnega in neverbalnega komuniciranja;
- reflektira in kritično ovrednoti različne (lastne in opazovane) govorne izkušnje;
- kritično spremlja in reflektira različna besedila, jih analizira, če so napisana skladno z retoričnimi pravili in

Intended learning outcomes:

Knowledge and understanding:

Students:

- know and understand the importance of rhetoric;
- know and understand the role of rhetoric in business relations;
- know and master the basics of rhetoric and argumentation;
- know and understand the importance of language structures, logic, context, different types of audiences for understanding, interpretation and production of various types of texts;
- understand the interaction of different factors affecting the performance;
- use the knowledge gained in the process of written, verbal and non-verbal communication;
- reflect on and critically evaluate different (and own observation) performance experience;
- monitor, critically reflect and justify

<ul style="list-style-type: none"> • ugotovitve utemelji; • pozna in razume umeščenost svojega strokovnega področja v širše družbene, kulturne in vrednostne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven in profiliran odnos do sveta. 	<p>different texts, analysing if they are written in accordance with the rules and rhetorical considerations;</p> <ul style="list-style-type: none"> • know and understand how the area of expertise fits into the broader social, cultural and value contexts and develop intellectually active and shaped relationship to the world by reflecting those contexts.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov); • <i>seminarske vaje</i> v povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre); • <i>eksperimentalne vaje</i>, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje); • individualne in skupinske <i>konzultacije</i> (diskusija, dodatna razlaga, obravnava specifičnih vprašanj); • <i>oblikovanje portfolija in samostojen študij</i> (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje). 	<ul style="list-style-type: none"> • <i>lectures</i> with active participation of students (explanation, discussion, questions, examples, problem solving); • <i>tutorial</i> in connection with practice (reflection of experience, project work, teamwork, critical thinking methods, discussion, feedback, social games); • <i>experimental work</i> based on the empirical and collaborative problem-learning (self-study, discussion, interpretation, observation, team work, case studies, role playing, cooperative learning, portfolio, self-evaluation); • individual and group <i>consultations</i> (discussion, further explanation, addressing specific issues); • <i>designing a portfolio and the individual process of study</i> (motivation, guidance, self-monitoring, self-regulation, reflection, self-evaluation).
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Načini ocenjevanja:

Delež (v %)

Weight (in %)

Assessment:

<p>Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • pisni (ustni) izpit • portfolijo s poročili seminarskega dela in eksperimentalnih vaj ter nastop 	<p>60</p> <p>40</p>	<p>Types (written examination, oral examination, coursework, project):</p> <ul style="list-style-type: none"> • written (oral) examination • portfolio consisting of tutorial and experimental work reports and a presentation
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