<table>
<thead>
<tr>
<th>Študijski program in stopnja</th>
<th>Študijska smer</th>
<th>Letnik</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poslovno komuniciranje v medkulturnem okolju, magistrski program 2. stopnje</td>
<td></td>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td>Intercultural Business Communication, 2\textsuperscript{nd} level, postgraduate, Master Degree</td>
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<td>1\textsuperscript{st}</td>
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</tr>
</tbody>
</table>

Vrsta predmeta / Course type: obligatory

Univerzitetna koda predmeta / University course code: IBC01

<table>
<thead>
<tr>
<th>Predavanja</th>
<th>Seminar</th>
<th>Sem. vaje</th>
<th>Lab. vaje</th>
<th>Teren. vaje</th>
<th>Samost. delo</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td></td>
<td></td>
<td>Laboratory work</td>
<td>Field work</td>
<td>Indiv. work</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>170</td>
<td>8</td>
</tr>
</tbody>
</table>

Nosilec predmeta / Lecturer: Dr. Tanja Sedej, Assistant Professor
Dr. Linda Gabbianelli, Assistant Professor

Jeziki / Languages: Predavanja / Lectures: English
Vaje / Tutorial: English

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

Prerequisities:
Undergraduate knowledge from communication, international communication, economic, business and management studies, capability to deepen and upgrade the knowledge on international business communication, capability for research and taking operational and strategic decisions in international business environment, with emphasis on international business communication capabilities.

Vsebina: Content (Syllabus outline):
<table>
<thead>
<tr>
<th>Cilji in kompetence:</th>
<th>Objectives and competencies:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• To understand the role and importance of globalization and international business and development trends in international environment</td>
</tr>
<tr>
<td></td>
<td>• To recognize the strategic importance of communication in international environment and business activities and practices</td>
</tr>
<tr>
<td></td>
<td>• To get and be acquainted with relevant knowledge on international business communication in different international business environments</td>
</tr>
<tr>
<td></td>
<td>• To get and be acquainted with knowledge and practical experience</td>
</tr>
</tbody>
</table>

**Temeljni literatura in viri / Reading material:**

- Gabriele Carboni (2016) Strategie web per i mercati esteri, Hoepli
- Gianluca Gregori, Silvio Cardinali e Federica Pascucci (2016), Internazionalizzazione digitale, Franco Angeli
<table>
<thead>
<tr>
<th>Predvideni študijski rezultati:</th>
<th>Intended learning outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Znanje in razumevanje:</td>
<td>Knowledge and understanding:</td>
</tr>
</tbody>
</table>

After completing the course, students will have adequate general and operational knowledge about processes of globalization, international business, international marketing, international communication and intercultural business activities, will be able to adequately emphasize the role and importance of communication in globalization trends and in the international business environment, knowing how to apply with independent judgement and use knowledge acquired in the course in practical business situations and to understand and be able to solve problems related to the international economic practices and real business practices and development context. They will be as well able to communicate properly in international environment and place adequately individual ideas and that ones which emerged out in different working groups to solve successfully practical business situations in organizations and companies which operate in international business environment and international markets.
Metode poučevanja in učenja:

- frontal face to face teaching (classroom lectures)
- case studies
- seminar works (assignments)
- E-classroom
- individual students’ work

Načini ocenjevanja:

<table>
<thead>
<tr>
<th>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</th>
<th>Weight (in %)</th>
<th>Assessment:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>Short text (1-2 pages)</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Activities in e-classroom</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>Presentations 2x</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>Final assignment</td>
</tr>
</tbody>
</table>

Reference nosilca / Lecturer's references:

Dr. Tanja Sedej, Assistant Professor
Mednarodna fakulteta za družbene in poslovne študije
E-mail: tanja.sedej@mfdps.si
https://mfdps.si/
Mobile: 00 386 40 424 183

Original scientific papers:


JUSTINEK, Gorazd, SEDEJ, Tanja. A small country at a crossroad of different cultures, civilization and languages : the case of Slovenia. V: ORTHABER, Sara (ur.), VIČIČ, Polona (ur.). *The importance of learning professional foreign languages for communication between cultures*. Celje: Faculty of Logistics. 2008, 5 str. [COBISS.SI-ID 64945409]

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Original scientific papers:


