

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Poslovno komuniciranje v mednarodnem okolju
Course title: International Business Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovno komuniciranje v medkulturnem okolju, magistrski program 2. stopnje		1.	1.
Intercultural Business Communication, 2 nd level, postgraduate, Master Degree		1 st	1 st

Vrsta predmeta / Course type

obligatory

Univerzitetna koda predmeta / University course code:

IBC01

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Indiv. work	ECTS
30	/	/	/	/	170	8

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:

Prerequisites:

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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):

- Internationalization, globalization, globalization development trends and role of communication
- International business activities and communication
- The cultural variables in international marketing management
- The integration of local consumption in a global marketing environment
- Intercultural aspects of marketing decisions in international environment
- Intercultural aspects of marketing communications in international environment
- Web marketing for foreign markets
- Social media in international marketing strategies

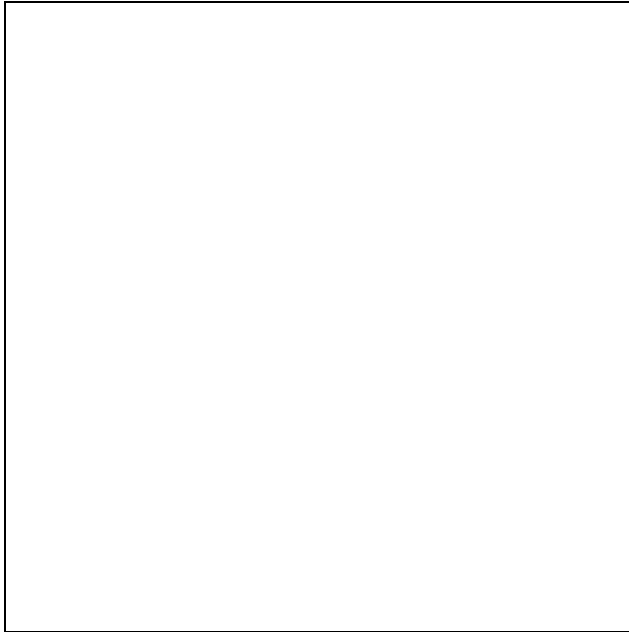
Temeljni literatura in viri / Reading material:

- **Hollensen Svend, 2014, Global Marketing, Pearson, London, UK**
- [Jeffry A. Frieden](#), 2007, Global Capitalism: Its Fall and Rise in the Twentieth Century, W.W. Norton and Company, Inc., USA
- **Jean-Claude Usunier, Julie Ann Lee, 2013, Marketing Across Cultures, Pearson.**
- Gabriele Carboni (2016) Strategie web per i mercati esteri, Hoepli
- Gianluca Gregori, Silvio Cardinali e Federica Pascucci (2016), Internazionalizzazione digitale, Franco Angeli

Cilji in kompetence:

Objectives and competencies:

- To understand the role and importance of globalization and international business and development trends in international environment
- To recognize the strategic importance of communication in international environment and business activities and practices
- To get and be acquainted with relevant knowledge on international business communication in different international business environments
- To get and be acquainted with knowledge and practical experience



from different international business practices and companies' business activities

- To be able to transfer knowledge of international business communication into real international business environment and business performance and practices
- To analyse business communication processes in an international environment and the new methods that emerged with the advent of the Internet.

Predvideni študijski rezultati:

Znanje in razumevanje:

Intended learning outcomes:

Knowledge and understanding:

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.

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Metode poučevanja in učenja:

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Learning and teaching methods:

<ul style="list-style-type: none"> • frontal face to face teaching (classroom lectures) • case studies • seminar works (assignments) • E-classroom • individual students' work

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Assessment:
	10	Type (examination, oral, coursework, project):
	20	Short text (1-2 pages)
	30	Activities in e-classroom
	40	Presentations 2x
		Final assignment

Reference nosilca / Lecturer's references:

Dr. Tanja Sedej, Assistant Professor

Mednarodna fakulteta za družbene in poslovne študije

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Original scientific papers:

SEDEJ, Tanja, JUSTINEK, Gorazd. Effective tools for improving employee feedback during organizational change. V: TAVANA, Majdid (ur.), SZABAT, Kathryn A. (ur.), PURANAM, Kartikeya (ur.). *Organizational productivity and performance measurements using predictive modeling and analytics*, (Advances in business information systems and analytics book series, ISSN 2327-3275). Hershey (PA): IGI Global. cop. 2017, str. 261-276, tabele, graf. prikazi. [COBISS.SI-ID [1024444706](#)]

SEDEJ, Tanja, MUMEL, Damijan. Evaluation of information awareness and understanding through different internal communication tools. V: TAVANA, Madjid (ur.), PURANAM, Kartikeya (ur.). *Handbook of research on organizational transformations through big data analytics*, (Advances in business information systems and analytics (ABISA) book series, ISSN 2327-3275). Hershey: Business Science Reference. cop. 2015, str. 146-165, ilustr. [COBISS.SI-ID [1024404258](#)]

SEDEJ, Tanja, MUMEL, Damijan. The optimal selection of internal communication tools during change in organisations. *International journal of globalisation and small business*, ISSN 1479-3059, 2015, vol. 7, no. 1, str. 6-25. [COBISS.SI-ID [1024404514](#)]

SEDEJ, Tanja, MUMEL, Damijan. Pogled vrhnjega managementa na izbor orodij internega komuniciranja med uvajanjem sprememb. *Akademija MM : slovenska znanstvena revija za trženje*, ISSN 1408-1652, sep. 2013, letn. 13, [št.] 21, str. 23-36, ilustr. [COBISS.SI-ID [11589404](#)]

SEDEJ, Tanja, JUSTINEK, Gorazd. Social media in internal communications : a view from senior management. V: BONDAROUK, Tanya (ur.), OLIVAS-LUJÁN, Miguel R. (ur.). *Social media in human resources management*, (Advanced series in management, ISSN 1877-6361, 12). Bingley: Emerald. 2013, str. 83-95. [COBISS.SI-ID [1024390690](#)]

JUSTINEK, Gorazd, SEDEJ, Tanja. Measuring export support performance in Slovenia. *International journal of diplomacy and economy*, ISSN 2049-0887, 2012, vol. 1, no. 1, str. 80-94. [COBISS.SI-ID [73207809](#)]

SEDEJ, Tanja, JUSTINEK, Gorazd. Global economic and financial crisis - a threat for innovative SMEs. V: DERMOL, Valerij (ur.), et al. *Knowledge and learning : global empowerment : proceedings of the Management, Knowledge and Learning International Conference 2012, 20-22 June 2012, Celje, Slovenia*, (MakeLearn, ISSN 2232-3309). Celje: International School for Social and Business Studies. 2012, str. 87-95, graf. prikazi. [COBISS.SI-ID [15968821](#)]

JUSTINEK, Gorazd, SEDEJ, Tanja. Knowledge sharing as a part of internal communication within internationalized companies. V: DERMOL, Valerij (ur.), et al. *Knowledge as business opportunity : proceedings of the Management, Knowledge and Learning International Conference 2011, 22-24 June 2011, Celje, Slovenia*, (MakeLearn, ISSN 2232-3309). Celje: International School for Social and Business Studies. 2011, str. 223-231, graf. prikazi. [COBISS.SI-ID [15519285](#)]

SEDEJ, Tanja, JUSTINEK, Gorazd. The importance of language and communication in multinational companies. V: ORTHABER, Sara (ur.), VIČIČ, Polona (ur.). *Proceedings of the International Language Conference on the Importance of Learning Professional Foreign Languages for Communication Between Cultures 2009*, The International Language Conference on the Importance of Learning Professional Foreign Languages for Communication Between Cultures, Celje, 24 and 25 September 2009. Celje: Faculty of Logistics. 2009, 5 str. [COBISS.SI-ID [10033436](#)]

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:

Gabbianelli L., Pencarelli T. (2019) "The role of the electronic word-of-mouth in the hotel industry", capitolo di libro, in *Exploring the power of the electronic word-of-mouth in the services industry*, IGI Global, ISBN 9781522585756.

Gabbianelli L. (2019), "L'evoluzione della consulenza manageriale in Italia: le caratteristiche della domanda e le sfide dell'offerta consulenziale", Cedam, ISBN 9788813370404.

Pencarelli T., Gabbianelli L., Conti E. (2019) "SMEs and intercultural aspects of the customer care in the euro mediterranean area: some empirical evidences" *International Journal of Euro Mediterranean Studies*,

Gabbianelli L., (2018) "A territorial perspective of SME's default prediction models", *Studies in Economics and finance*, Vol. 35 Issue: 4.

Savelli E., Bravi L., Ferrero G., Gabbianelli L., Pencarelli T. (2018) « Food attitudes and factors affecting food behaviour of Italian college students in a grocery context », *Total Quality Management & Business Excellence*.

Gabbianelli L., Conti E., (2018) "Content Marketing tools and metrics in consulting firms: Preliminary results.", *International Journal of Economic Behaviour*, Vol. 8, 81-99.

Pencarelli T., Gabbianelli L., Conti E. (2017) "Business model e co-creazione di valore: il caso Xelexia", Conference proceedings, Sinergie-Sima conference, *Value co-creation: management challenges for business and society*, Naples, 15-16 June 2017, ISBN 97888907394-9-1.

Gabbianelli L. (2017) "I trend del mercato della consulenza in italia: risultati preliminari", Conference proceedings, Simktg conference, *Il Marketing di successo. Imprese, enti e persone*, Bergamo, 26- 27 October 2017, ISBN [978-88-907662-9-9](#).

Gabbianelli L. (2016) "I modelli di previsione delle insolvenze e le piccole imprese: evidenze empiriche in una prospettiva territoriale", *Sinergie Italian Journal of Management*, Vol. 34, N. 101, pp. 117-139, ISSN 0393-5108.

Gabbianelli L., Gordini N., (2015) "Modelli predittivi del default di impresa e radicamento territoriale. Evidenze da un campione di pmi marchigiane", Conference proceeding *Re-positioning of SMEs in the Global Value System*, 4th workshop "Innovative processes in sme's", Urbino, 24 e 25 Settembre 2015, ISBN: 9788894122701.

PENCARELLI Tonino, GABBIANELLI Linda. (2014) "Intercultural aspects of customer management", 17th Toulon-Verona Conference, Annual International Meeting about excellence in services, Conference proceedings, ISBN: 9788890432743, pp. 273-290.

PENCARELLI Tonino, FRANCONI Barbara, GABBIANELLI Linda (2013) "Factors driving consumer attitude and purchase intention towards sporting firearms", *International journal of economic behaviour*, ISSN: 2285-0430, vol.3/2013, pp. 85-102.

GABBIANELLI Linda (2012) *Strategic flexibility and lifelong training: a key to firm survival. The Fapi interprofessional fund case in the Marche region*, Conference proceeding, Workshop di organizzazione aziendale (WOA), Verona, ISBN: 978-88-6129-871-2.