

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Podjetje in teorija trga
Course title:	Enterprise and market theory

ECTS 6

Namen predmeta:

Osnovni namen predmeta je nadgraditi spoznanja o delovanju podjetja ter tržnih strukturah. V okviru predmeta bodo poglobljena predhodno pridobljena mikroekonomska znanja ter povezana z zakonitostmi s področja delovanja podjetja. Namen nadgradnje znanja s področja analize popolne konkurence, kakor tudi posredovanja novih znanj s področja analize monopola, monopolistične konkurence ter analize strateškega obnašanja s pomočjo uporabe teorije iger je opremiti bodočega diplomanta s teoretičnimi znanji s področja ekonomije potrebnimi za nadaljevanje študija na naslednji stopnji izobraževanja oziroma za njegovo uporabo v poslovnem okolju.

Course purpose:

The course purpose is to advance the knowledge about operations of an enterprise and market structures. Within the course, the previously acquired microeconomic knowledge will be deepened and linked with the laws in the field of operation of an enterprise. The purpose of the advancing student knowledge in the field of perfect competition analysis as well as the conveyance of the new knowledge in the field of monopoly analysis, monopolistic competition analysis and analysis of the strategic behaviour using game theory is to equip the future graduates with theoretical knowledge in the field of economics necessary to continue higher education study in the next cycle or to use it in a business environment.

Vsebina:

1. Gospodarjenje in ekonomsko okolje podjetja.
2. Uporaba teorije stroškov v podjetju na višji ravni ter kalkulacije stroškovne cene.
3. Nabavna funkcija v podjetju (naloge, cilji, funkcije, zaznavanje potreb, nabavna kalkulacija, izbira dobavitelja, zaloge).
4. Analiza kritične točke gospodarnosti.
5. Analiza uspešnosti poslovanja podjetja (kazalniki poslovanja, ABC postopek).
6. Model splošnega ravnotežja v popolni konkurenci.
7. Monopol in njegova regulacija.
8. Monopolistična konkurenca.
9. Teorija iger.

Content (Syllabus outline):

1. Economising and economic environment of an enterprise.
2. Application of cost theory in an enterprise on advanced level and cost price calculation.
3. The purchasing function in an enterprise (tasks, objectives, functions, needs perception, the purchase price calculation, the choice of the supplier, inventories).
4. Analysis of a break-even point.
5. Analysis of the enterprise's performance (business performance indicators, ABC method).
6. General equilibrium model in perfect competition.
7. Monopoly and its regulation.
8. Monopolistic competition.
9. Game theory.

Predvideni študijski rezultati: Znanje in razumevanje, spretnosti:

Študent bo sposoben razumeti poslovne procese in ekonomsko okolje z namenom doseganja ciljev v pridobitnih organizacijah.
Študent bo zmožen:

- analizirati stroške podjetja na višji ravni ter uporabiti različne računске postopke za določitev lastne cene,
- analizirati kritično točko gospodarnosti ter uspešnost poslovanja podjetja,

Intended learning outcomes: Knowledge and understanding, skills:

Student will be able to understand business processes and economic environment in order to achieve the goals of the profitable organisations.
Student will be able to:

- analyse costs of an enterprise on an advanced level and to apply different calculation procedures for determining cost price,
- analyse break-even point and performance of an enterprise,

- analizirati obnašanje podjetja v razmerah popolne konkurence na naprednejši ravni, v razmerah monopola ter monopolistične konkurence ter
- razumeti in uporabiti teorijo iger pri analizi strateškega obnašanja podjetja.
Študent bo sposoben kritično vrednotiti odločanje v podjetju v različnih tržnih pogojih.

- analyse behaviour of an enterprise in case of perfect competition on an advanced level, in case of monopoly and monopolistic competition and
- understand and apply game theory when analysing strategic behaviour of an enterprise.
Student will be able to critically evaluate decision making in an enterprise in different market conditions.