

Course title: Multimedia Content Production

Course code: 63726

ECTS: 6

Professor: Borut Batagelj

Undergraduate program

Short course description:

The content covers the following contemporary key topics from organization, management and organizational behaviour: key definitions (firm, organization, business, business model); determinants of individual behaviour in organizations (personality characteristics, motivation, knowledge, skills, interpersonal interactions); fine-grained look at the elements of the business model (value proposition, scarce resources, business activities, and profit formula); analysis of the business model (identifying the business model, evaluation of the business model, diagnosis of the problems of the business model, strategic options approach to the identification of solution for the problems).