

Predmet bo obravnaval razvoj ekonomske (in deloma managerske misli) skozi zgodovino. Zastavljen bo tako, da bo študente, ki se ne ukvarjajo primarno z ekonomijo seznanil z osnovnimi pojmi, idejami in mislenimi tokovi. Predpostavka, iz katere izhajamo, je, da je poznavanje ekonomskega sveta za študente, ki se ukvarjajo z medijsimi študiji nujno, saj so/bodo izrazito vpeti v ekonomski svet.

1. Uvod: Pojasnitev osnovnih terminov: ekonomija, filozofija, zgodovina ...
2. Kratek pregled zametkov ekonomske misli: antične ekonomske razprave Platona, Aristotela, Ksenofonta.
3. Odsotnost ekonomskega mišljenja v judovsko-krščanski tradiciji.
4. Protestantka revolucija: začetki oblikovanja modernega poslovnega sveta
5. Predhodniki moderne ekonomske misli: merkantilizem, fiziokrati; John Locke, David Hume.
6. Politična ekonomija: Adam Smith, Thomas Malthus, John Stuart Mill, Jeremy Bentham, David Ricardo.
7. Kritika meščanske ekonomije: Karl Marx.
8. Začetki ekonomske znanosti in marginalistična revolucija (Carl Menger, Leon Walras, Stanley Jevons).
9. Keynesianska ekonomija.
10. Neoliberalna paradigma: Friedrich Hayek in Milton Friedman.
11. Država blaginje.
12. Managerska revolucija: izvori managementa; obdobje pred Taylorjem; Taylorjev znanstveni management; preplet managementa in psihologije; kibernetika in management; nekateri izstopajoči avtorji (P. F. Drucker; C. Handy; E. Deming ...)

The subject will address the development of economic (and partly managerial thoughts) throughout history. It will be set up so that students who do not primarily engage in economics get acquainted with basic concepts, ideas and thoughts. The assumption from which we proceed is that the knowledge of the economic world for students studying media studies is necessary because they will be strongly integrated into the economic world.

1. Introduction: Explanation of basic terms: economics, philosophy, history ...
2. A brief overview of the ideas of economic thought: the ancient economic discussions of Plato, Aristotle, Xenophon.
3. Absence of economic thinking in Jewish-Christian tradition.
4. Protestant revolution: the beginnings of the creation of a modern business world.
5. Predecessors of modern economic thought: mercantilism, physiocrats; John Locke, David Hume.
6. Political Economy: Adam Smith, Thomas Malthus, John Stuart Mill, Jeremy Bentham, David Ricardo.
7. The critique of bourgeois economics: Karl Marx.
8. The beginnings of economic science and the marginalist revolution (Carl Menger, Leon Walras, Stanley Jevons).
9. Keynesian economy.
10. Neoliberal paradigm: Friedrich Hayek and Milton Friedman.
11. Country of prosperity.
12. Managerial Revolution: Sources of Management; periods before Taylor; Taylor's scientific management; intertwine of management and psychology; cybernetics and management; some of the prominent authors (P. F. Drucker, C. Handy, E. Deming ...)