

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Poslovanje v elektronski dobi
Course title:	Business operations in the electronic age

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment, prva	Program nima smeri.	Drugi	Četrta
Social management, first	The programme has no field.	Second	Fourth

Vrsta predmeta / Course type

Izbirni/Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	/	45	/	/	105	6

Nosilec predmeta / Lecturer:

doc. dr. Nuša Erman

**Jeziki /
Languages:****Predavanja /
Lectures:** Slovensko / Slovenian, Angleško / English**Vaje / Tutorial:** Slovensko / Slovenian, Angleško / English**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

Before entering the exam, student must prepare and defend seminar report.

Vsebina:

- UVOD:
 - namen in vsebina predmeta,
 - načini ocenjevanja,
 - študijska literatura.
- NOVE OBLIKE ORGANIZACIJE V INFORMACIJSKI DRUŽBI:
 - lastnosti informacijske družbe,
 - spremembe v informacijski družbi,
 - razvoj in pomen interneta,
 - začetki elektronskih oblik poslovanja,
 - virtualni tipi organizacij.

Content (Syllabus outline):

- INTRODUCTION:
 - purpose and content of the course,
 - methods of assessment,
 - main readings.
- NEW FORMS OF ORGANIZATION IN INFORMATION SOCIETY:
 - characteristics of information society,
 - changes in information society
 - development and meaning of the Internet,
 - beginnings of electronic commerce

3. E-POSLOVANJE:
 - ključni koncepti,
 - zgodovinski razvoj,
 - stanje, trendi in perspektive.
4. VLOGA KOMUNIKACIJSKIH TEHNOLOGIJ V E-POSLOVANJU:
 - internet,
 - intranet,
 - ekstranet.
5. OBLIKE E-POSLOVANJA:
 - B2B,
 - B2C,
 - B2G.
6. PREDNOSTI IN SLABOSTI E-POSLOVANJA:
 - tehnologija,
 - dostop do interneta,
 - trg,
 - stroški,
 - varnost,
 - pomanjkljivosti (tehnične in netehnične).
7. NAČRTOVANJE E-POSLOVANJA:
 - pravila načrtovanja.
8. DEJAVNIKI USPEŠNEGA E-POSLOVANJA:
 - vsebina,
 - vstop na globalni trg,
 - reorganizacija poslovanja,
 - potrošniki,
 - tehnologija in znanje,
 - pravne norme.
9. DISCIPLINARNI POGLED NA E-POSLOVANJE.
10. OPREMA ZA PODORO E-POSLOVANJU:
 - strojna oprema,
 - komunikacijska in programska oprema,
 - portali,
 - sistemi ERP.
11. POSLOVNI MODELI V E-POSLOVANJU:
 - priprava organizacije na uvajanje in izvedbo e-poslovanja,
 - poslovni procesi med organizacijami.
12. OBLIKE E-POSLOVANJA:
 - e-trgovanje,
 - e-bančništvo,
 - e-izobraževanje,

- virtual organizations
3. E-COMMERCE:
 - key concepts,
 - historical development,
 - state, trends and perspectives.
 4. ROLE OF COMMUNICATION TECHNOLOGIES IN E-COMMERCE:
 - Internet,
 - Intranet,
 - Extranet.
 5. FORMS OF COMMERCE:
 - B2B,
 - B2C,
 - B2G.
 6. ADVANTAGES AND DISADVANTAGES OF E-COMMERCE:
 - technology,
 - internet access,
 - market,
 - costs,
 - security,
 - deficiencies (technical and non-technical).
 7. E-COMMERCE PLANNING:
 - planning rules.
 8. FACTORS FOR SUCCESSFUL E-COMMERCE:
 - content,
 - entrance to global market,
 - reorganization of commerce,
 - consumers,
 - technology and knowledge,
 - legal norms.
 9. DISCIPLINARY VIEW ON E-COMMERCE.
 10. TOOLS TO SUPPORT E-COMMERCE:
 - hardware,
 - software and communication software,
 - portals,
 - ERP systems.
 11. BUSINESS MODELS IN E-COMMERCE:
 - preparation of organization on implementation and realization of e-commerce,
 - business processes between organizations.

- e-delovno,
- e-uprava.

13. ETIKA, PRAVNI RED, STANDARDI IN VARNOST.

12. FORMS OF E-COMMERCE:

- e-marketing,
- e-banking,
- e-education,
- e-work,
- e-government.

13. ETHICS, LEGAL ORDER, STANDARDS AND SECURITY.

Temeljna literatura in viri / Readings:

Laudon, K. In C. Traver (2014): *E-Commerce*. New York University.

Dodatna literatura s strani nosilca / additional literature proposed by lecturer

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju družbenih ved;
- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;

Objectives and competences:

- the ability of a flexible use of knowledge in practice;
- knowledge of the importance of quality, and striving for quality professional work through autonomy (self) criticism, (self) reflection and (self-) evaluation of the professional work;
- ethical reflection and commitment to professional ethics in the social environment with respect for the principle of nondiscrimination and multiculturalism;
- the ability to identify and exploit the opportunities offered in the working and social environment (which are shown as the entrepreneurial spirit and active citizenship);
- Ability to use information and communications technologies and systems in the field of social sciences;
- communicate with experts from different fields of economic and social life as well as with various stakeholders;
- understanding of relationships between

- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- poznavanje in razumevanje teoretičnih osnov analitičnega in svetovalnega dela (prenos znanja do uporabnika);
- načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v organizaciji ali družbenem okolju z upoštevanjem različnih dejavnikov.

individuals, organizations and social environment, the ability of a complex system vision and action;

- Knowledge and understanding of the theoretical basis of analytical and advisory work (knowledge transfer to the user);
- Planning and managing change at the establishment of a comprehensive assessment of the situation in the organization or social environment, taking into account various factors.

Predvideni študijski rezultati:

Znanje in razumevanje:

- poznavanje vloge in vpliva razvoja informacijske družbe in informacijskih tehnologij na pojav e-poslovanja
- poznavanje in razumevanje pomena e-poslovanja,
- poznavanje in razumevanje ključnih zahtev za podporo e-poslovanja
- razumevanje oblik poslovanja, v glavnem v relaciji organizacija – ostale interesne skupine
- poznavanje poslovnih modelov za oblikovanje e-poslovanja,
- razumevanje in poznavanje prednosti in slabosti e-poslovanja,
- poznavanje in uporaba orodij za načrtovanje e-poslovanja,
- poznavanje različnih oblik e-poslovanja,
- poznavanje etičnih in varnostnih načel e-poslovanja.

Intended learning outcomes:

Knowledge and understanding:

- knowledge of the role and impact of the development of information society and information technology on the emergence of e-commerce,
- knowledge and understanding of the importance of e-commerce,
- knowledge and understanding of key requirements to support e-commerce,
- knowledge of the business forms, especially those flowing between organizations to other stakeholders,
- knowledge of business models for modelling e-commerce,
- understanding and knowledge of advantages and disadvantages of e-commerce,
- knowledge and usage of tools for e-commerce planning,
- knowledge of different forms of e-commerce,
- knowledge of ethical and security principals of e-commerce.

Metode poučevanja in učenja:

Learning and teaching methods:

- predavanja z aktivno udeležbo študentov (razlaga snovi, pogovori, vprašanja, primeri, reševanje problemov),
- seminarske vaje v povezavi s prakso in predavanji,
- konzultacije (pogovori, dodatna razlaga, obravnava specifičnih vprašanj).

- lectures with active participation of students (explanation, discussion, questions, examples, problem solving),
- seminar tutorial in relation to practice and lectures,
- consultation (discussion, additional explanation, dealing with specific issues).

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • Pisni/ustni izpit 	50%	<ul style="list-style-type: none"> • Written/oral examination
<ul style="list-style-type: none"> • Empirična seminarska naloga in njen zagovor 	50%	<ul style="list-style-type: none"> • Empirical report and its defence

Reference nosilca / Lecturer's references:

Bogdanoska-Jovanovska, Mimoza, Erman, Nuša, Todorovski, Ljupčo. Indicators of the intensity and development of e-government back office. V: Vintar, Mirko (ur.), Aristovnik, Aleksander (ur.), Todorovski, Ljupčo (ur.). *Sodobni pristopi, metrike in kazalniki za spremljanje in vrednotenje javnih politik = Modern approaches, metrics and indicators for monitoring and evaluating public policies*, (Zbirka znanstvenih monografij Upravna misel).

Đukić, David, Erman, Nuša. Effect of transformational leadership behavior in time of crisis. V: Ristić, Žarko (ur.). *Crisis of transition and transition of crisis: collection of papers*. Banja Luka: University for Business Studies, 2011.

Bogdanoska-Jovanovska, Mimoza, Erman, Nuša, Todorovski, Ljupčo. Evaluating the hidden e-government through document-flow networks. V: *Public administration in times of crisis*. Warsaw: NISPAcee, 2010.