

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	E-poslovanje
Course title:	E-business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (UN), prva stopnja / Social management (BSc), first level	/	2.,3.	4.,6.

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
20	0	40	0	0	120	6

Nosilec predmeta / Lecturer: doc. dr. Katarina Rojko / Assist. Prof. Katarina Rojko, Ph.D

Jeziki / Languages:	Predavanja / Lectures:	Slovensko / Slovenian, Angleško / English
	Vaje / Tutorial:	Slovensko / Slovenian, Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
Ni posebnih pogojev.	No special prerequisites.

Vsebina:	Content (Syllabus outline):
<ol style="list-style-type: none"> 1. UVOD: <ul style="list-style-type: none"> • namen in vsebina predmeta, • načini ocenjevanja, • študijska literatura. 2. NOVE OBLIKE ORGANIZACIJE V INFORMACIJSKI DRUŽBI: <ul style="list-style-type: none"> • lastnosti informacijske družbe, • spremembe v informacijski družbi, • razvoj in pomen interneta, 	<ol style="list-style-type: none"> 1. INTRODUCTION: <ul style="list-style-type: none"> • purpose and content of the course, • methods of assessment, • main readings. 2. NEW FORMS OF ORGANIZATION IN INFORMATION SOCIETY: <ul style="list-style-type: none"> • characteristics of information society, • changes in information society,

- začetki elektronskih oblik poslovanja,
 - virtualni tipi organizacij.
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 PODPORO 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,

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

- e-bančništvo,
- e-izobraževanje,
- e-delo,
- e-uprava.

13. ETIKA, PRAVNI RED, STANDARDI IN VARNOST.

- preparation of organization on implementation and realization of e-business,
- business processes between organizations.

12. FORMS OF E-BUSINESS:

- e-commerce,
- 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.
- Chaffey, D., Hemphill, T. in D. Edmundson-Bird (2015): *Digital Business & E-Commerce Management, 7th Edition*. Pearson.
- Dodatna literatura s strani nosilca / additional literature proposed by lecturer.

Cilji in kompetence:

Splošne kompetence:

- poglobljeno razumevanje odnosa med organizacijo in njenim družbenim okoljem,
- poglobljeno razumevanje odnosa med organizacijo in posameznikom,
- sposobnost fleksibilne uporabe znanja v praksi.

Predmetno-specifične kompetence:

- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo reševanja teoretičnih ali empiričnih problemov,
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju družbenih ved,
- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno –etičnih vprašanj.

Objectives and competences:

General competences:

- in-depth understanding of the relationship between the organisation and its social environment,
- in-depth understanding of the relation between the organisation and the individual,
- the ability of the flexible use of knowledge in practice.

Course-specific competences:

- the development of skills and abilities to apply knowledge in the field of social sciences by solving theoretical and empirical problems,
- ability to use information and communications technologies and systems in the field of social sciences,
- organisational and leadership skills in the organisations combined with the understanding of individual values and

group value systems, while comprehending the professional-ethical issues.

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-business,
- knowledge and understanding of the importance of e-business,
- knowledge and understanding of key requirements to support e-business,
- knowledge of the business forms, especially those flowing between organizations to other stakeholders,
- knowledge of business models for modelling e-business,
- understanding and knowledge of advantages and disadvantages of e-business,
- knowledge and usage of tools for e-business planning,
- knowledge of different forms of e-business,
- knowledge of ethical and security principals of e-business.

Metode poučevanja in učenja:

- 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);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- 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);
 - Use of online classroom or other contemporary ICT tools.
-

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> • Pisni izpit • Empirična seminarska naloga in njen zagovor <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>50%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written examination • Empirical report and its defence <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

Reference nosilca / Lecturer's references:

ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Industrial management + data systems*, ISSN 0263-5577, 2011, no. 3, vol. 111, str. 391-409, tabele. [COBISS.SI-ID 15384373].

ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529-7314, 2014, vol. 15, iss. 2, str. 258-269, graf. prikazi. http://iacis.org/iis/2014/123_iis_2014_258-269.pdf. [COBISS.SI-ID 1537037764].

ROJKO, Katarina. *Transformation of information and communication technology in contemporary society*. London: Vega Press, 2015. 58 str., ilustr. ISBN 978-1-909736-04-7. [COBISS.SI-ID 20026418].

ROJKO, Katarina, LESJAK, Dušan, ŠUŠTERŠIČ, Janez. Information and communication technology spending and the latest (2008-) economic crisis. *International journal of sustainable economy*, ISSN 1756-5804, 2015, vol. 7, iss. 4, str. 306-326, ilustr. <http://www.inderscience.com/info/inarticle.php?artid=72195>, doi: 10.1504/IJSE.2015.072195. [COBISS.SI-ID 38071813].

ROJKO, Katarina. *Razvitost in uporaba kot ključna dejavnika gibanja potrošnje za IKT*. 1. izd. Ljubljana: Vega, 2015. 60 str., ilustr. ISBN 978-961-93847-2-5. [COBISS.SI-ID 280675584].

ROJKO, Katarina. *Vpliv zadnje gospodarske krize na odstopanja v difuziji IKT*. 1. izd. Ljubljana: Vega, 2015. 64 str., ilustr. ISBN 978-961-93847-3-2. [COBISS.SI-ID 280675840].

ROJKO, Katarina. Requirements and obstacles of e-research. *Research in social change*, ISSN 1855-4202, May 2016, vol. 8, iss. 2, str. 53-74, ilustr. http://www.fuds.si/sites/default/files/rsc_volume_8_issue_2_may_2016.pdf. [COBISS.SI-ID 4662011].