

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: E-poslovanje
Course title: E-commerce

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Uporabne družbene študije UN	/	2.,3.	4.,6.
Advanced Social Studies BA	/	2.,3.	4.,6.

Vrsta predmeta / Course type

Izbirni/Optional

Univerzitetna koda predmeta / University course code:

EP

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:

Izr. prof. dr./Ph.D., Associate Professor Nadja Damij

**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,

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,

<ul style="list-style-type: none"> • virtualni tipi organizacij. <p>3. E-POSLOVANJE:</p> <ul style="list-style-type: none"> • ključni koncepti, • zgodovinski razvoj, • stanje, trendi in perspektive. <p>4. VLOGA KOMUNIKACIJSKIH TEHNOLOGIJ V E-POSLOVANJU:</p> <ul style="list-style-type: none"> • internet, • intranet, • ekstranet. <p>5. OBLIKE E-POSLOVANJA:</p> <ul style="list-style-type: none"> • B2B, • B2C, • B2G. <p>6. PREDNOSTI IN SLABOSTI E-POSLOVANJA:</p> <ul style="list-style-type: none"> • tehnologija, • dostop do interneta, • trg, • stroški, • varnost, • pomanjkljivosti (tehnične in netehnične). <p>7. NAČRTOVANJE E-POSLOVANJA:</p> <ul style="list-style-type: none"> • pravila načrtovanja. <p>8. DEJAVNIKI USPEŠNEGA E-POSLOVANJA:</p> <ul style="list-style-type: none"> • vsebina, • vstop na globalni trg, • reorganizacija poslovanja, • potrošniki, • tehnologija in znanje, • pravne norme. <p>9. DISCIPLINARNI POGLED NA E-POSLOVANJE.</p> <p>10. OPREMA ZA PODORO E-POSLOVANJU:</p> <ul style="list-style-type: none"> • strojna oprema, • komunikacijska in programska oprema, • portali, • sistemi ERP. <p>11. POSLOVNI MODELI V E-POSLOVANJU:</p> <ul style="list-style-type: none"> • priprava organizacije na uvajanje in izvedbo e-poslovanja, • poslovni procesi med organizacijami. <p>12. OBLIKE E-POSLOVANJA:</p> <ul style="list-style-type: none"> • e-trgovanje, • e-bančništvo, 	<ul style="list-style-type: none"> • beginnings of electronic commerce • virtual organizations <p>3. E-COMMERCE:</p> <ul style="list-style-type: none"> • key concepts, • historical development, • state, trends and perspectives. <p>4. ROLE OF COMMUNICATION TECHNOLOGIES IN E-COMMERCE:</p> <ul style="list-style-type: none"> • Internet, • Intranet, • Extranet. <p>5. FORMS OF COMMERCE:</p> <ul style="list-style-type: none"> • B2B, • B2C, • B2G. <p>6. ADVANTAGES AND DISADVANTAGES OF E-COMMERCE:</p> <ul style="list-style-type: none"> • technology, • internet access, • market, • costs, • security, • deficiencies (technical and non-technical). <p>7. E-COMMERCE PLANNING:</p> <ul style="list-style-type: none"> • planning rules. <p>8. FACTORS FOR SUCCESSFUL E-COMMERCE:</p> <ul style="list-style-type: none"> • content, • entrance to global market, • reorganization of commerce, • consumers, • technology and knowledge, • legal norms. <p>9. DISCIPLINARY VIEW ON E-COMMERCE.</p> <p>10. TOOLS TO SUPPORT E-COMMERCE:</p> <ul style="list-style-type: none"> • hardware, • software and communication software, • portals, • ERP systems. <p>11. BUSINESS MODELS IN E-COMMERCE:</p> <ul style="list-style-type: none"> • preparation of organization on implementation and realization of e-commerce,
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<ul style="list-style-type: none"> • e-izobraževanje, • e-delo, • e-uprava. <p>13. ETIKA, PRAVNI RED, STANDARDI IN VARNOST.</p>
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<ul style="list-style-type: none"> • business processes between organizations. <p>12. FORMS OF E-COMMERCE:</p> <ul style="list-style-type: none"> • e-marketing, • e-banking, • e-education, • e-work, • e-government. <p>13. ETHICS, LEGAL ORDER, STANDARDS AND SECURITY.</p>
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Temeljni literatura in viri / Readings:

<ul style="list-style-type: none"> • LAUDON, K. in C. TRAVER (2014): <i>E-Commerce</i>. New York University. • Dodatna literatura s strani nosilca / additional literature proposed by lecturer.
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Cilji in kompetence:

<p>SPLOŠNE KOMPETENCE:</p> <ul style="list-style-type: none"> • poglobljeno razumevanje odnosa med organizacijo in njenim družbenim okoljem • poglobljeno razumevanje odnosa med organizacijo in posameznikom • sposobnost fleksibilne uporabe znanja v praksi <p>PREDMETNO SPECIFIČNE KOMPETENCE</p> <ul style="list-style-type: none"> • 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 • komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami

Objectives and competences:

<p>GENERAL COMPETENCES:</p> <ul style="list-style-type: none"> • 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 <p>COURSE SPECIFIC COMPETENCES</p> <ul style="list-style-type: none"> • 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 • communication with the experts from various fields of economic and social life as well as with various interest groups

- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje.

- understanding of the relations between individuals, organisations and social environment, the ability of complex systems thinking and action.

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:

- 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).

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).

Načini ocenjevanja:Delež (v %) /
Weight (in %)**Assessment:**

<ul style="list-style-type: none"> • Pisni/ustni izpit • Empirična seminarska naloga in njen zagovor 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Written/oral examination • Empirical report and its defence
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Reference nosilca / Lecturer's references:

- DAMIJ, Nadja. ICT Intensive virtual organisation. V: ISAÍAS, Pedro (ur.), KOMMERS, Piet A. M. (ur.), MCPHERSON, Maggie (ur.). *E-Society 2004 : proceedings of the IADIS International Conference, Ávila, Spain, July 16-19, 2004*. [S.l.]: IADIS Press, 2004, str. 197-202.
- DAMIJ, Nadja, DAMIJ, Talib, GRAD, Janez, JELENC, Franc. A methodology for business process improvement and IS development. *Information and software technology*, ISSN 0950-5849. [Print ed.], 2008, vol. 50, str. 1127-1141.
- MERTIK, Matej (urednik), DAMIJ, Nadja (urednik). *ISIT 2009 : proceedings of The 1th International Conference on Information Society and Information Technologies, Dolenjske Toplice, Slovenia, 12-13 October 2009*. Novo mesto: Faculty of information studies, 2009.
- GREŽ, Jernej, BAČA, Miroslav, DAMIJ, Nadja. A principled approach to the optimization solution of the biometric system. V: 6th International Conference on Information Technologies and Information Society [also] ITIS 2014, Šmarješke Toplice, 5-7 Novembar 2014. LEVNAJIĆ, Zoran (ur.), MILEVA-BOSHKOSKA, Biljana (ur.). *Proceedings*. Novo mesto: Faculty of Information Studies, 2014, str. 97-103.
- MAJEWSKI, Grzegorz, DAMIJ, Nadja. Inclusion of tacit knowledge in the simulation of business processes. V: 5th International Conference on Information Technologies and Information Society [also] ITIS 2013, Dolenjske toplice, 7-9 novembar 2013. LEVNAJIĆ, Zoran (ur.). *Proceedings*. Novo mesto: Fakulteta za informacijske študije, 2013, str. 152-160.