UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Digitalna transformacija
Course title:	Digital Transformation

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1.	1.
Strategic Communication, second level	The programme has no field	1st	1st

Vrsta predmeta / Course type | Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer: | prof. dr. Borut Rončević / Prof. Borut Rončević, PhD

Jeziki / **Languages:**	**Predavanja /** **Lectures:**	slovenski, angleški / Slovenian, English
	Vaje / Tutorial:	slovenski, angleški / Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:	**Content (Syllabus outline):**
• Ključni dejavniki uspeha sodobnih procesov	• Key success factors of modern processes
• Terminologija digitalne ekonomije	• Digital economics terminology
• Digitalna transformacija	• Digital transformation
• Strateško upravljanje IKT za načrtovanje digitalne transformacije.	• Strategic ICT management for digital transformation planning.
• Vodenje posla skozi digitalne spremembe.	• Doing business through digital change.
• Udejanjanje projektov digitalne transformacije	• Implementation of digital transformation projects
• Vpliv digitalne revolucije na delovanje in poslovanje v družbi prihodnosti	• The impact of the digital revolution on operations and business in the society of the future
• Vloga digitalne transformacije pri razvoju poslovnih model prihodnosti	• The role of digital transformation in the development of the business model of the future
• Dobre prakse digitalne transformacije	• Good practices of digital transformation
• Pogoste napake pri uvajanju in izvajanju projektov digitalizacije poslovnih procesov in digitalne transformacije	• Frequent mistakes in the introduction and implementation of business process digitization and digital transformation projects

Temeljni literatura in viri / Readings:

Bounfour, A. 2016. *Digital Futures, Digital Transformation. From Lean Production to Acceluction.* Springer. DOI 10.1007/978-3-319-23279-9.

Aagaard, A., ed. 2019. *Digital Business Models. Driving Transformation and Innovation.* Palgrave Macmillan. DOI 10.1007/978-3-319-96902-2.

Oswald, G. and Kleinmeier, M. 2018. *Shaping the Digital Enterprise. Trends and Use Cases in Digital Innovation and Transformation.* Cham: Springer.

Perkin, N. and Abraham, P. 2021. *Building the Agile Business through Digital Transformation.* London: Kogan Page.

Rogers, D. L. 2016. *The Digital Transformation Playbook - Rethink Your Business for the Digital Age.* New York: Columbia University Press.

Lewrick, M. 2018. *The Design Thinking Playbook: mindful digital transformation of teams, products, services.* New Jersey: John Wiley & Sons.

Aktualni članki v strokovnih in znanstvenih revijah / Articles in scientific and professional journals

Cilji in kompetence:

Cilji:
Glavni cilj predmeta je študente navdihniti in spodbuditi k celostnemu razmišljanju in pridobivanju multidisciplinarnih kompetenc, z vključevanjem tehnoloških, družbenih, poslovnih in vodstvenih pristopov, značilnih za dobo digitalne transformacije.

Splošne kompetence:
• sposobnost kompleksne analize kulturnih in družbenih procesov;
• sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
• sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
• sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
• strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
• ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
• sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod;
• sposobnost kompleksnega sistemskega pogleda na družbo in interdisciplinarnega pristopa;
• sposobnost uporabe kompleksnejših oblik znanj v praksi.

Objectives and competences:

Objectives:
The main objective of the course is to inspire and encourage students to think holistically and acquire multidisciplinary competencies, by incorporating technological, social, business, and managerial approaches typical for the digital transformation era.

General competences:
• ability to analyze complex cultural and social processes;
• ability to formulate complex and original ideas, concepts and solutions to certain problems;
• ability to identify a given research problem, its analysis and possible solutions;
• ability to achieve professional excellence on the basis of a high level of autonomy (self)criticism, (self)reflexivity and (self)evaluation;
• strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the situation;
• creation of new knowledge which represents a relevant contribution to the development of
• ability to use innovatively and combine research empirical methods;
• ability of a complex systemic view of society and an interdisciplinary approach;
• ability to use complex forms of knowledge in practice.

Predmetno-specifične kompetence:	Subject-specific competences:
• sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;	• ability to master standard methods, procedures and processes of research work in the field of strategic communication;
• sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;	• ability to solve research problems in the field of strategic communication;
• razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;	• development of skills in the use of knowledge in the research field of strategic communication;
• poznanje zgodovine odnosov z javnostmi in njihove umestitve v kontekst politike, gospospodarstva;	• knowledge of the history of public relations and their placement in the context of politics, economy;
• sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;	• ability to design a public communication strategy suitable for specific problem;
• uporaba in kombiniranje znanj in veščin z različnih disciplinarnih področij z namenom doseganja integralnega pristopa v medijski produkciji;	• use and combination of knowledge and skills from different disciplinary fields in order to achieve an integrated approach in media production;
• sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre;	• ability to self-express and present one's views and ideas through various media genres;
• razumevanje, analiza in razčlemba vplivanjske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;	• knowledge and understanding of the mechanisms of ideological interpellation and subjectivation; ability to analyze the processes in which the individual is placed in this or that identity;
• poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;	• knowledge of the structure of the media field and understanding of media phenomena and their connection with the structure and development of societies;
• sposobnost kompleksne analize medijskih vsebin in tehnik;	• ability of complex analysis of media content and techniques;
• sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;	• ability to understand, master and connect complex media information;
• razumevanje poslanstva medijev v sodobni demokratični družbi.	• understanding the mission of the media in a contemporary democratic society.

Predvideni študijski rezultati:	Intended learning outcomes:
Znanje in razumevanje: • Študent pridobi napredna znanja ter razvitost sposobnosti za zasnovo, načrtovanje, implementacijo in komuniciranje konceptov digitalne transformacije na različnih področjih in je pripravljen prispevati praktične/relevantne ideje in perspektive o dodani vrednosti, ki jih te spremembe prinašajo v novih okoljih. • Svoje vedenje o postopkih implementacije elementov digitalne transformacije je sposoben prenašati na druge. • Zna ustvarjalno in tvorno uporabljati moderna orodja in postopke za zasnovo, načrtovanje, izvedbo in analizo rasličnih konceptov digitalne transformacije ter ima tako vpogled, kot tudi izkušnje s praktičnimi izvedbami projektov digitalne transformacije v različnih poslovnih in organizacijskih okoljih. • Študentje se usposobijo za interpretacijo načinov in raznolikosti uporabe teoretičnih znanj v konkretnih primerih iz prakse.	Knowledge and understanding: • Student can creatively and constructively use tools and procedures for the design, planning, implementation, and analysis of various concepts of digital transformation and has both insight and experience with the practical implementation of digital transformation projects in various business and organizational environments. • Student is able to transfer his/her knowledge about the procedures of implementation of elements of digital transformation to others. • Knows how to creatively use modern tools and processes for design, planning, execution, and analysis of various concepts of digital transformation and has insight, as well as experience with practical implementations of digital transformation projects in various business and organizational environments. • Students are equipped with knowledge and skills for interpretation of concrete cases from practice.

Metode poučevanja in učenja:	Learning and teaching methods:
• predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, delo na primerih dobrih in slabih praks); • domače naloge (nadaljevalno domače delo na temo posameznih vsebinskih sklopov in srečanj); • seminarska naloga (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);	• Lectures with the active engagement of students (explanation, discussion, questions, examples); • Homework assignments (continuing work on the topic of individual content sets); • Tutorials (reflection of experience, project work, teamwork, critical thinking, discussion, feedback);

• samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);	• Individual and group consultations (discussions, additional explanation, specific questions);
• individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);	• Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.	• Use of online classrooms or other contemporary ICT tools.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Pisni izpit	45 %	Written exam
Domače naloge	15 %	Homeworks
Projekt Digitalne transformacije (priprava in predstavitev)	40 %	Digital Transformation Project (preparation and presentation)
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

FRIC, Urška, RONČEVIĆ, Borut, DŽAJIĆ URŠIČ, Erika. Role of computer software tools in industrial symbiotic networks and the examination of sociocultural factors. *Environmental progress & sustainable energy*, ISSN 1944-7442, 2020, vol. 39, no. 2, 7 str.

MAKAROVIČ, Matej, RONČEVIĆ, Borut. Inseparability of technology and society: an introduction. V: MAKAROVIČ, Matej (ur.), RONČEVIĆ, Borut (ur.). *Technology and social choices in the era of social transformations.* Berlin [etc.]: P. Lang. 2020, str. 7-12.

COSCODARU, Raluca, MODIC, Dolores, RONČEVIĆ, Borut. High-Performance Computing as a Tool of Transnational Innovation Policy. V: RONČEVIĆ, Borut (ur.), COSCODARU, Raluca (ur.), FRIC, Urška (ur.). *Go with the flow: high performance computing and innovations in the Danube region.* London; Budapest; Ljubljana: Vega Press. 2019.

RONČEVIĆ, Borut, MAKAROVIČ, Matej, TOMŠIČ, Matevž, CEPOI, Victor. Methodological solutions for comparative research on transformations. V: VIHALEMM, Peeter (ur.), MASSO, Anu (ur.), OPERMANN, Signe (ur.). *The Routledge International Handbook of European Social Transformations, (Routledge international handbooks).* Abingdon; New York: Routledge. 2018.

RONČEVIĆ, Borut, FRIC, Urška. Path-creation in the information society. V: RONČEVIĆ, Borut (ur.), TOMŠIČ, Matevž (ur.). *Information society and its manifestations: economy, politics, culture.* Frankfurt am Main [etc.]: PL Academic Research. 2017.

RONČEVIĆ, Borut, TOMŠIČ, Matevž. Perspectives of information society: bricolage of manifestations. V: RONČEVIĆ, Borut (ur.), TOMŠIČ, Matevž (ur.). *Information society and its manifestations: economy, politics, culture.* Frankfurt am Main [etc.]: PL Academic Research. 2017.

RONČEVIĆ, Borut, MODIC, Dolores. Social fields of technological innovations. V: GENOV, Nikolai (ur.). *Global trends and regional development, (Routledge studies in development and society,* 28). New York: Routledge. cop. 2012, str. [226]-247.