

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
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

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	-	15	-	-	145	6

Nosilec predmeta / Lecturer:

prof. dr. Borut Rončević / Prof. Borut Rončević, PhD

Jeziki /

Languages:

Predavanja /

Lectures:

Vaje / Tutorial:

slovenski, angleški / Slovenian, English

slovenski, angleški / Slovenian, English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Ključni dejavniki uspeha sodobnih procesov
- Terminologija digitalne ekonomije
- Digitalna transformacija
- Strateško upravljanje IKT za načrtovanje digitalne transformacije.
- Vodenje posla skozi digitalne spremembe.
- Udejanjanje projektov digitalne transformacije
- Vpliv digitalne revolucije na delovanje in poslovanje v družbi prihodnosti
- Vloga digitalne transformacije pri razvoju poslovnih model prihodnosti
- Dobre prakse digitalne transformacije
- Pogoste napake pri uvajanju in izvajanju projektov digitalizacije poslovnih procesov in digitalne transformacije

Content (Syllabus outline):

- Key success factors of modern processes
- Digital economics terminology
- Digital transformation
- Strategic ICT management for digital transformation planning.
- Doing business through digital change.
- Implementation of digital transformation projects
- The impact of the digital revolution on operations and business in the society of the future
- The role of digital transformation in the development of the business model of the future
- Good practices of digital transformation
- 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 Accelution*. 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.

Kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost uporabe kompleksnejših oblik znanja v praksi;
- zmožnost prepoznavanja in anticipacije družbenih trendov ter izkoriščanja priložnosti, ki se ponujajo za uspešne poklicni razvoj;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- organizacijske in vodstvene spretnosti za usmerjanje dela v medijski produkciji;
- fleksibilnost in prilagodljivost, tj. sposobnost poklicnega delovanja v različnih okoljih.

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.

Competences:

- The ability of complex analysis of cultural and social processes;
- The ability to design complex and original ideas, concepts and solutions of certain problems;
- The ability to use complex forms of knowledge in practice;
- The ability to identify and anticipate social trends and take advantage of the opportunities offered for successful professional development;
- Development of complex skills and abilities in the application of knowledge in the field of media and media production through solving concrete problems;
- The ability of performing a complex analysis of media content and techniques;
- The ability to understand, mastering and link complex media information;
- Organizational and managerial skills for directing work in media production;
- Flexibility and adaptability, i.e. ability to work professionally in different environments.

Predvideni študijski rezultati:

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 različnih 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.

Intended learning outcomes:

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:

- 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);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- 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);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classrooms or other contemporary ICT tools.

Delež (v %) /

Načini ocenjevanja:Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment: 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.