

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 / elective

Univerzitetna koda predmeta / University course code: DigT/DIgT

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		15			145	6

Nosilec predmeta / Lecturer: doc. dr. Janez Kolar / Assist. Prof. Janez Kolar, Ph.D.

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:

- 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.

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

- Pogoste napake pri uvajanju in izvajanju projektov digitalizacije poslovnih procesov in digitalne transformacije.

- 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:

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

Aagaard, Annabeth (Ed). 2019. *Digital Business Models. Driving Transformation and Innovation*. Cham: Palgrave Macmillan.

Lewrick, Michael, Link, Patrick, and Leifer, Larry. 2018. *The Design Thinking Playbook: mindful digital transformation of teams, products, services*. Hoboken: Wiley.

Oswald, Gerhard. 2017. *Shaping the Digital Enterprise. Trends and Use Cases in Digital Innovation and Transformation*. Cham: Springer.

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 uspešen poklicni razvoj;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;

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

- 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.

- The ability of performing a complex analysis of media content and techniques
- The ability to understand, master 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 zasnovano, 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 zasnovano, 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:

- Students 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
- Students are able to transfer their knowledge about the procedures of implementation of elements of digital transformation to others
- Know 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

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples)
- Homework assignments (continuing work on the topic of individual content sets)
- Seminar paper (reflection of experience, project work, teamwork, critical thinking, discussion, feedback)

<p>kritičnega mišljenja, diskusija, sporočanje povratne informacije);</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation) • Individual and group consultations (discussions, additional explanation, specific questions) • Use of online classrooms or other contemporary ICT tools
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Načini ocenjevanja:

Assessment:

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> • Pisni izpit • Domače naloge • Projekt Digitalne transformacije (priprava in predstavitev) 	<p>45%</p> <p>15%</p> <p>40%</p>	<ul style="list-style-type: none"> • Written exam • Homework • Digital Transformation Project (preparation and presentation)
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.

Reference nosilca / Lecturer's references:

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Three scenarios of innovation and technology transfer: the case of key enabling technologies in the Danube Region. *Journal of engineering and applied sciences*. 2020, vol. 15, iss. 21, str. 3619-3623.

ARNAUT, Dino, BEĆIROVIĆ, Damir, KOLAR, Janez. Improving attractiveness of frontier markets using blockchain technology. *Facta Universitatis. Series Electronics and energetics*, 2024.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Fighting the big bad wolf of global trends: technology transfer between HPC centres and SMEs. *Digital policy, regulation and governance*. 2022.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša, PANDILOSKA JURAK, Alenka. Key policy mechanisms supporting the University–Industry collaboration in the Danube region: case study of academic HPC centres and SMEs. *European journal of management and business economics*. 2023.

KOLAR, Janez. Hofstede cultural dimensions and innovativeness in the Danube region. V: AŠKERC ZADRAVEC, Katarina (ur.). *EECME conference 2023: Future Challenges of Management: conference abstracts: 5th Eastern European Conference of Management and Economics: hybrid conference: Slovenia, Ljubljana School of Business, May 25, 2023*. Ljubljana: Ljubljana School of Business, 2023.