

	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
Upravljanje in poslovanje 1	Upravljanje in poslovanje	2./3.	4./5.
Business and Management 1	Business and management	2 nd /3 rd	4 th /5 th

Vrsta predmeta/Course type izbirni/elective

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30			30		90	6

Nosilec predmeta/Lecturer: Doc. dr. Alenka Rožanec

Jeziki/ Predavanja/Lectures: slovenski/Slovenian
Languages: **Vaje/Tutorial:** slovenski/Slovenian

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

<ul style="list-style-type: none"> • Pogoj za vključitev v delo je vpis v 2. ali 3. letnik študija. • Opravljene obveznosti iz predmeta osnove informacijskih sistemov. • Študent/-ka mora pred izpitom pripraviti in predstaviti seminarsko nalogo. 	<ul style="list-style-type: none"> • The prerequisite for participation is enrolment in the second or third year of study. • Fulfilled obligations of the subject introduction to information systems. • Students should prepare and present their seminar papers before the examination.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Uvod v predmet.</i> Namen študija predmeta, povezanost predmeta z drugimi predmeti, vsebina študija predmeta, študijska literatura. • <i>Informacijska družba in virtualna organizacija.</i> Značilnosti informacijske družbe. Internet kot legitimna in široko uporabljana poslovna platforma. Poslovni modeli. Virtualnost kot način organiziranja, strukturiranja, delovanja in vodenja organizacije. • <i>Koncept e-poslovanja.</i> Termini. Nastanek in razvoj koncepta e-poslovanja. Aktualno stanje, trendi. Lekcije, ki smo se jih naučili. 	<ul style="list-style-type: none"> • <i>Introduction to the subject.</i> The purpose of the study, connection with other subjects, the contents and literature presentation. • <i>Information Society and the virtual organization.</i> Characteristics of the information society. The Internet as a legitimate and widely used business platform. Business models. Virtuality as a way of organising, structuring, operating and managing an organization. • <i>The concept of e-business.</i> Dates. The emergence and development of the concept of e-business. Current situation, trends. Lessons learned.
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<ul style="list-style-type: none"> • <i>Tehnološke in arhitekturne zahteve za podporo e-poslovanja.</i> Strojna, komunikacijska in programska oprema. Strežnik/odjemalec in komponentna arhitektura. Portali. Sistemi ERP. • <i>Poslovni modeli e-poslovanja.</i> Interdisciplinarnost e-poslovanja. Strateška priprava organizacije na e-poslovanje. Medorganizacijski poslovni procesi. Modeli, vrste in oblike e-poslovanja. • <i>Modeli e-trgovanja.</i> Portalni modeli (B2B, B2C, C2B). Aukcijski model. Interno trgovanje. Model dinamičnih cen. • <i>Internetni plačilni sistemi.</i> Udeleženci. Modeli plačevanja v poslovnih transakcijah. Varnostni standardi internetnih plačilnih sistemov. • <i>Upravljanje oskrbovalnih verig (SCM) in odnosov s partnerji (CRM).</i> Funkcija in procesi obvladovanja oskrbovalnih verig in poprodajnih aktivnosti. Personalizacija. • <i>E-poslovanje v javni upravi.</i> Vrste e-poslovanja v javni upravi: G2G (vlada-lokalna skupnost), G2B (vlada-organizacije), G2C (vlada-državljeni) in G2E (vlada-lastni zaposleni). Stanje in perspektiva v R Sloveniji. • <i>Etika, pravni red, standardi in varnost v e-poslovanju.</i> 	<ul style="list-style-type: none"> • <i>Technological and architectural requirements to support e-business.</i> Hardware, communications and software. Server/client and component architecture. Portals. ERP systems. • <i>Business models for e-business.</i> Interdisciplinary e-business. Organizations in strategic preparation of e-business. Inter-organizational business processes. Models, types and forms of e-business. • <i>Models of e-commerce.</i> Gantry models (B2B, B2C, C2B). Auction model. Online trading. Dynamic pricing model. • <i>Internet payment systems.</i> Participants. Models of payment in commercial transactions. Safety standards of Internet payment systems. • <i>Supply Chain Management (SCM) and relations with partners (CRM).</i> Functions and processes of supply chain management and after sales activities. Personalization. • <i>E-business in public administration.</i> Types of e-business in Public Administration: G2G (Government-local government), G2B (government-organizations), G2C (government-citizens) and G2E (Government-their own employees). Status and Perspectives in Slovenia. • <i>Ethics, law, standards and security in e-business.</i>
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Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

Chaffey, D. (2009). E-business and e-commerce management: strategy, implementation and practice, New York: Prentice-Hall.

Jerman Blažič, B. in sod. (2001).Elektronsko poslovanje na internetu, Ljubljana: Gospodarski vestnik.

Kovačič, A. in sod. (2009). Temelji elektronskega poslovanja. Ljubljana: Ekonomska fakulteta.

Priporočljiva literatura/ Recommended literature

Gradišar, M. in sod. (2012). Osnove poslovne informatike. Ljubljana: Ekonomska fakulteta.

O'Brien, J. A. in Marakas, G. (2011). Management Information Systems, 10. izdaja, New York : McGraw-Hill Irwin.

Zakon o elektronskem poslovanju in elektronskem podpisu, Uradni list RS, 57/2000 (dostopno tudi na internetu).

Zakon o varstvu osebnih podatkov, Uradni list RS, 86/2004 (dostopno tudi na internetu).

Cilji in kompetence:

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic;
- sposobnost za upravljanje s časom, za (samo)pripravo in načrtovanje ter samokontrolo izvajanja načrtov;
- sposobnost za reševanje konkretnih delovnih problemov na področju upravljanja in poslovanja z uporabo znanstvenih metod in postopkov;
- koherentno obvladovanje temeljnega znanja, pridobljenega pri obveznih predmetih ter sposobnost povezovanja znanja z različnih področij in njegova aplikativna uporaba pri implementaciji v prakso;
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba v reševanju konkretnih delovnih problemov;
- fleksibilna uporaba znanja v praksi;
- usposobljenost za vodenje oddelka in/ali skupine;
- poznavanje in razumevanje teoretičnih osnov svetovalnega dela (prenosa znanja) obvladovanje postopkov in principov svetovalnega dela ter načrtovanje in obvladovanje sprememb;
- komuniciranje s strokovnjaki z različnih področij gospodarskega in družbenega življenja;
- sodelovanje z interesnimi skupinami (sodelavci, dobavitelji, kupci, konkurenco, ...).

Objectives and competences:

The learning unit mainly contributes to the development of the following general and specific competences:

- knowledge and understanding of the processes in the organization's business environment and its capacity for analysis, synthesis and forecasting solutions and their consequences;
- the ability to manage time for self-preparation, planning and self-control of implementation plans;
- the ability to solve practical problems of working in management and business using scientific methods and procedures;
- coherent management of the knowledge base derived from compulsory courses and the ability to integrate knowledge from various fields and its applicative use in the implementation in practice;
- understanding and application of methods of critical analysis and development theories and their applications in solving concrete problems of work;
- flexible use of knowledge in practice;
- capacity to manage the department and/or groups;
- knowledge and understanding of the theoretical foundations of counseling (knowledge transfer) management practices and principles of counseling and planning and managing change;
- communicating with experts from various fields of economic and social life;
- collaboration with stakeholder groups (suppliers, customers, competition policy, ...).

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- pozna in razume pomen e-poslovanja;
- pozna in razume tehnološke in arhitekturne zahteve za podporo e-poslovanja;
- pozna in razume inovativnost informacijske tehnologije;
- pridobljeno znanje uporablja za osvetlitev interdisciplinarnosti e-poslovanja;
- pozna in razume povezanost internih

Intended learning outcomes:

Knowledge and understanding:

Students:

- know and understand the importance of e-commerce;
- know and understand technology and architecture requirements to support e-commerce;
- know and understand the information technology innovation;
- knowledge used to illuminate the interdisciplinary nature of e-commerce;
- know and understand their relationship

<p>poslovnih procesov z dejavniki poslovnega okolja;</p> <ul style="list-style-type: none"> • pozna in razume obstoječe modele e-poslovanja in je sposoben kritično presojati njihovo koristnost; • pozna in razume vpliv e-poslovanja na upravljanje oskrbovalnih verig; • pozna in razume vpliv e-poslovanja na odnose s partnerji; • pozna in razume internetne plačilne sisteme; • lahko uporabi osnovna orodja za vzpostavitev portalnega modela e-poslovanja; • pridobljeno znanje uporablja za iskanje alternativnih poslovnih modelov e-poslovanja. 	<p>with internal business processes, business environment factors;</p> <ul style="list-style-type: none"> • know and understand the existing models of e-business and are able to critically assess their utility; • know and understand the impact of e-business on supply chain management; • know and understand the impact of e-business relations with partners; • know and understand their Internet payment systems; • know a usage of basic tools for setting up the portal model of e-commerce; • use their knowledge to search for alternative business models of e-business.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja</i> (razlaga snovi, demonstriranje primerov iz prakse, razprave, simulacija, vabljen predavanja in predstavitve ...); • <i>seminarske vaje</i> v povezavi s prakso in predavanji (uporaba razpoložljivega programskega orodja za razvoj portala, poslovni pogovori preko videokonferenc, uporaba izbrane razpoložljive demo e-tržnice, projektno delo, skupinsko delo); • individualne in skupinske <i>konzultacije</i> (razprava, dodatna razlaga, obravnava specifičnih vprašanj); • <i>samostojen študij</i> (samostojna uporaba dostopnih orodij, spodbujanje, usmerjanje, samostojno ocenjevanje). 	<ul style="list-style-type: none"> • <i>lectures</i> (explanation of topics, demonstration of practical examples, discussions, simulations, invited lectures and presentations, etc.); • <i>tutorial</i> in conjunction with practice and lectures (using the available software tools for the development of portal, business conversations via video conferencing, use of selected demo available e-marketplace, project work, teamwork); • individual and group <i>consultation</i> (discussion, further explanation, consider specific issues); • <i>independent study</i> (independent use of the available tools, encouraging, directing, self-evaluation).
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Načini ocenjevanja:

Delež (v %)

Weight (in %)

Assessment:

<p>Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • pisni (ustni) izpit • seminarska naloga s predstavitvijo in zagovorom 	<p>60</p> <p>40</p>	<p>Types (written examination, oral examination, coursework, project):</p> <ul style="list-style-type: none"> • written (oral) examination • seminar paper with presentation and defence
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