

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Mobilno poslovanje
Course title	Mobile Business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna informatika 1	Poslovna informatika	2.	4.
Business Informatics 1	Business informatics	2 nd	4 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		65	5

Nosilec predmeta/Lecturer: dr. Borut Čampelj, pred.

Jeziki/
Languages: **Predavanja/Lectures:** slovenski/Slovenian
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. letnik študija. • Študent mora pred izpitom uspešno zagovoriti seminarsko nalogo. 	<ul style="list-style-type: none"> • The prerequisite for participation is enrolment in the second year of study. • Students have to successfully prepare and present a seminar paper before the examination.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Mobilno poslovanje kot posebna oblika elektronskega poslovanja.</i> Definicija, značilnosti, udeleženci, ključne razlike med e-poslovanjem in m-poslovanjem. • <i>Tehnologije za mobilno poslovanje.</i> Mobilne naprave, mobilna omrežja, storitve. • <i>Razvoj mobilnih aplikacij.</i> Platforme (Android, iOS, Windows Phone), vrste mobilnih aplikacij, jeziki za razvoj mobilnih aplikacij (java, HTML, JavaScript, CSS), razvojna orodja (PhoneGap, jQuery Mobile ...). • <i>Modeli mobilnih aplikacij:</i> klasičen model, kontekstno odvisni model, konkretni primeri uporabe mobilnih aplikacij različnih domen. 	<ul style="list-style-type: none"> • <i>Mobile commerce as a special form of electronic commerce.</i> Definition, characteristics, participants, key differences between e-business and m-business. • <i>Mobile technologies for business.</i> Mobile phones, mobile networks, services. • <i>Developing mobile applications.</i> Platforms (Android, iOS, Windows Phone), types of mobile applications, languages for developing mobile applications (java, HTML, JavaScript, CSS), development tools (PhoneGap, jQuery Mobile, etc.). • <i>Models of mobile applications:</i> standard model and contextually dependent model, actual examples of using mobile
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<ul style="list-style-type: none"> • <i>Prenova poslovanja organizacije z uporabo mobilnih tehnologij.</i> Priložnosti, spremembe poslovnih modelov, uvajanje mobilnih tehnologij v organizacijo, vloga mobilne aplikacije v IS, primeri iz Slovenije in tujine. • <i>Vloga mobilnih aplikacij v odločitvenih procesih.</i> • <i>Internet stvari.</i> Definicija, vloga mobilnih aplikacij v internetu stvari, konkretni primeri mobilnih aplikacij v internetu stvari. 	<p>applications in different domains.</p> <ul style="list-style-type: none"> • <i>Upgrading an organisation business by using mobile technologies.</i> Opportunities, business model change, implementing mobile applications into an organisation, the role of a mobile application in the IS, examples from Slovenia and abroad. • <i>Role of mobile applications in decision-making processes.</i> • <i>The Internet of Things.</i> Definition, the role of mobile applications in the internet of things, actual examples of mobile applications in the internet of things..
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Temeljna literatura in viri/Readings:

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

Cinar, O. (2012). Android Apps with Eclipse. Apress.

Esposito, D. (2012). Architecting mobile solutions for the enterprise. Sebastopol, Calif.: O'Reilly Media.

Schadler, T. in sod. (2014). The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment. Groundswell Press.

Shelton, T.(2013). Business models for the social mobile cloud: transform your business using social media, mobile Internet, and cloud computing. Hoboken (New Jersey): Wiley.

Cilji in kompetence:

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

- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v informatiki, upravljanju in poslovanju;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju upravljanja in poslovanja;
- razumevanje in poznavanje konceptov mobilnih aplikacij in mobilnega poslovanja s poudarkom na povečanju učinkovitosti akterjev informacijskega sistema v stanju mobilnosti;
- razumevanje potencialov uporabe mobilnih aplikacij pri prenovi in optimizaciji poslovanja organizacije;
- poznavanje in razumevanje omejitev, ki jih imajo mobilne aplikacije;
- sposobnost zasnove funkcionalnosti mobilne aplikacije

Objectives and competences:

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

- the development of communication abilities and skills, especially communication in the international environment;
- ethical reflection on and commitment to professional ethics in informatics, business and management;
- the ability to use information and communication technology and systems in the field of business and management;
- development of software;
- knowledge and understanding of concepts of mobile applications and mobile commerce with emphasis on increasing the effectiveness of information system players in the state of mobility;
- understanding potentials of the use of mobile applications;
- knowledge and understanding of the

<ul style="list-style-type: none"> • sposobnost razvoja prototipa mobilne aplikacije. 	<ul style="list-style-type: none"> • limitations of mobile applications; • the ability to design a functional mobile application and ways of introducing it into an information system.
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Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje:</p> <p><i>Študent/Študentka:</i></p> <ul style="list-style-type: none"> • pozna mobilno poslovanje kot posebno obliko elektronskega poslovanja; • pozna različne vrste mobilnih tehnologij; • pozna različne modele mobilnih aplikacij; • razume vlogo mobilnih aplikacij v informacijskem sistemu s poudarkom na razumevanju kriterijev, na podlagi katerih je smiselno oz. potrebno uvajati mobilne aplikacije; • razume vlogo in pomen mobilnih aplikacij v odločitvenih procesih; • pozna potenciale in pomen mobilnega poslovanja kot temelja učinkovitejših poslovnih in odločitvenih procesov; • pozna platforme mobilnih aplikacij; • pozna jezike in orodja za razvoj različnih vrst mobilnih aplikacij; • pozna koncepte razvoja mobilnih aplikacij. 	<p>Knowledge and understanding:</p> <p><i>Students should:</i></p> <ul style="list-style-type: none"> • know mobile commerce as a special form of electronic commerce. • know various types of mobile technologies; • know various models of mobile applications; • understand the role of mobile applications in an information system with emphasis on understanding the criteria based on which it is necessary or reasonable to introduce mobile applications into an information system; • understand the role and importance of mobile applications in decision-making processes; • know the potentials and importance of mobile commerce as the basis of the most effective business and decisionmaking processes; • know the basic methodology concepts of software development; • know platforms for developing mobile applications.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov); • <i>laboratorijske vaje</i>, v okviru katerih bo potekal razvoj mobilnih aplikacij; • <i>seminarska naloga</i>; • <i>samostojni študij</i>. 	<ul style="list-style-type: none"> • <i>lectures</i> with active participation of students (explanation, discussion, questions, examples, problem solving); • <i>laboratory work</i>, where they develop mobile applications; • <i>seminar paper</i>; • <i>independent study</i>.
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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 predstavitevijo 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) exam • seminar presentation and defence
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