

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Digitalno poslovanje
Course title	Digital Business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje poslovnih in informacijskih sistemov / 2. stopnja	Upravljanje in razvoj informacijskih sistemov	1. letnik	2.
Business and Information Systems Management / 2 nd Cycle	Management and Development of Information Systems	1 st year	2 nd

Vrsta predmeta/Course type

obvezni/obligatory

Univerzitetna koda predmeta/University course code

1_URIS_1_UN5

Predavanja	Seminar	Sem. vaje	Lab. vaje	Teren. vaje	Samost. delo	ECTS
Lectures	Seminar	Tutorial	Laboratory work	Field work	Individ. work	
20			10		150	6

Nosilec predmeta/Lecturer:

doc. dr. Alenka Rožanec

Jeziki/ Predavanja/Lectures:
Languages:

slovenski/Slovenian

Vaje/Tutorial:

slovenski/Slovenian

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

Prerequisites:

<ul style="list-style-type: none"> Vpis v prvi letnik študijskega programa. Študent mora pred izpitom pripraviti in predstaviti ter zagovarjati projektno/raziskovalno nalogo. 	<ul style="list-style-type: none"> The prerequisite for inclusion is enrolment in the first year of study. Student has to prepare, present and defend a project/research paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> <i>Digitalizacija in globalizacija:</i> novi poslovni modeli in nove organizacije, ki jih omogočajo sodobne informacijske tehnologije, delitvena ekonomija, digitalna preobrazba družbe in organizacij, prednosti in slabosti digitalizacije za družbo in posameznike, virtualizacija organizacij in medosebnih stikov. 	<ul style="list-style-type: none"> <i>Digitalization and globalization:</i> new business models and new organizations enabled by modern information technologies, sharing economy, digital transformation of society and organizations, advantages and disadvantages of digitalization for society and the individuals, virtualization of organizations and interpersonal contacts.
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<ul style="list-style-type: none"> • <i>Digitalizacija družbe in javnega sektorja:</i> digitalizacija Slovenije in Evropske unije, indeks DESI, usmeritve in strategije, racionalizacija in digitalizacija javnega sektorja (digitalna uprava, zdravstvo, izobraževanje), priložnosti in izzivi. • <i>Sodobne tehnologije za digitalno poslovanje:</i> spletne in mobilne tehnologije, spletne storitve, umetna inteligenca, avtomatizacija in robotizacija (industrija 4.0), veriženje blokov, upravljanje s podatki in napredna analitika, oblačne storitve, internet stvari. • <i>Varnostni vidiki digitalnega poslovanja:</i> kriptografija, infrastruktura javnih ključev (PKI), upravljanje varnostnih tveganj, varnostne storitve (avtentikacija, neokrnjenost podatkov, zagotavljanje zaupnosti, preprečevanje zanikanja), digitalna potrdila, elektronski podpis, SSL in TLS. • <i>Digitalno poslovanje v podjetju in oskrbovalni verigi (B2B):</i> celovite programske rešitve (ERP), sistemi za upravljanje dobavne verige (SCM), sistemi za upravljanje odnosov s strankami (CRM), sistemi za upravljanje z znanjem (KM), spletne trgovine in tržnice, digitalni marketing in optimizacija strani za spletne iskalnike (SEO). • <i>Izzivi prehoda na digitalno poslovanje:</i> prednosti digitalizacije za organizacijo, prenova poslovnih procesov, odpor do sprememb, dejavniki za uspešnost uvedbe, načrtovanje in izvajanje projektov celovite digitalne preobrazbe, menedžment sprememb. • <i>Standardi in zakonodajne zahteve digitalnega poslovanja:</i> standardi za digitalno izmenjavo poslovnih listin (e-naročilnica, e-račun), certifikacija opreme, rešitev in storitev za digitalno arhiviranje, potrjevanje notranjih pravil organizacije, vloga Arhiva RS pri e-arhiviranju, slovenski zakoni in uredbe, splošna uredba varstvu podatkov (GDPR). 	<ul style="list-style-type: none"> • <i>Digitalization of society and the public sector:</i> digitalization of Slovenia and the European Union, DESI index, orientations and strategies, rationalization and digitalization of the public sector (digital administration, health, education), opportunities and challenges. • <i>Modern technologies for digital business:</i> web and mobile technologies, web services, artificial intelligence, automation and robotization (industry 4.0), blockchain, data management and advanced analytics, cloud computing services, the internet of things. • <i>Security aspects of digital business:</i> cryptography, public key infrastructure (PKI), security risk management, security services (authentication, data integrity, confidentiality, denial prevention), digital certificates, electronic signature, SSL and TLS. • <i>Digital business in the enterprise and in supply chain (B2B):</i> Enterprise Resource planning (ERP), Supply Chain Management Systems (SCM), Customer Relationship Management Systems (CRM), Knowledge Management Systems (KM), online stores and marketplaces, digital marketing and search engine optimization (SEO). • <i>The challenges of the transition to digital business:</i> advantages of digitalization for organization, business process reengineering, resistance to change, factors for successful implementation, planning and implementation of digital transformation projects, change management. • <i>Standards and regulatory requirements for digital business:</i> standards for the digital exchange of business documents (e-order, e-invoice), certification of equipment, solutions and services for digital archiving, validation of internal rules of the organization, the role of the Archives of the Republic of Slovenia in
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<ul style="list-style-type: none"> • <i>Procesi in metode za pripravo strategije digitalnega poslovanja:</i> strateška analiza, oblikovanje strateških ciljev, opredelitev strategije, implementacija strategije, metode strateške analize in oblikovanja ciljev. • <i>Študije primerov iz prakse.</i> 	<p>e-archiving, Slovenian laws and regulations, the general data protection regulation (GDPR).</p> <ul style="list-style-type: none"> • <i>Processes and methods for the development of a digital strategy:</i> strategic analysis, strategic goals development, strategy definition, strategy implementation, strategic analysis method and goal design. • <i>Case studies from practice.</i>
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Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

- Rožanec, A. (2019): *Elektronsko poslovanje: učbenik*. Novo mesto: Fakulteta za ekonomijo in informatiko.
- Chaffey, D. (2015). *Digital business and e-commerce management: strategy, implementation and practice*. Harlow: Pearson.

Priporočljiva literatura/Recommended literature

- Bavec, C. et al. (2018). *Slovenija na poti digitalne preobrazbe*. Ljubljana: Fakulteta za računalništvo in informatiko.
- Lankhorst, M. et al. (2017) *Enterprise Architecture at Work: Modelling, Communication and Analysis*, 4rd Edition, Dordrech: Springer.

Cilji in kompetence:

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

- usposobljenost za poglobljeno razumevanje najsodobnejših področij računalništva in informatike,
- usposobljenost za uporabo pridobljenih znanj za samostojno reševanje strokovnih in znanstvenih problemov računalništva in informatike,
- usposobljenost za raziskovalno in razvojno delo na področju računalništva in informatike, ki se veže na višja in vodilna mesta v industriji, upravljanju, znanosti in raziskavah,
- poznavanje zahtevnejših metod analize delovanja informacijskih sistemov in sposobnosti sinteze novih metod analize,
- poznavanje izzivov digitalizacije za posameznike, organizacije in družbo kot celoto,
- usposobljenost za pripravo strategije digitalnega poslovanja,
- usposobljenost za analizo potreb organizacije in uvajanje najprimernejših sodobnih digitalnih

Objectives and competences:

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

- being qualified for in-depth understanding of the most contemporary areas of computer science and informatics,
- the ability to use the acquired knowledge to independently solve professional and scientific problems in computer science and informatics,
- being qualified for research and development work in the field of computer science and informatics, connected with senior and leading positions in industry, management, science and research,
- knowing more demanding methods of analyzing the information systems operation and the ability to synthesize the new methods of analysis,
- knowing the challenges of digitization for individuals, organizations and society as a whole,

<p>tehnologij in sistemov v organizacijo za povečanje njene konkurenčne prednosti.</p>	<ul style="list-style-type: none"> • competence for the preparation of a digital business strategy, • the ability to analyze the needs of the organization and to introduce the most suitable modern digital technologies and systems into the organization to increase its competitive advantage.
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Predvideni študijski rezultati:

Študent/študentka:

- pozna nove poslovne modele in nove vrste organizacij, ki jih omogočajo sodobne digitalne tehnologije,
- pozna prednosti in slabosti digitalizacije za posameznike in družbo,
- pozna strateške usmeritve in strateške dokumente s področja digitalne družbe,
- pozna sodobne digitalne tehnologije,
- pozna najpogostejša varnostna tveganja digitalnega poslovanja ter ukrepe (tehnologije in postopke) za blažitve teh tveganj,
- pozna tipične poslovne informacijske sisteme, razume vlogo in koristi navedenih sistemov za digitalno poslovanje organizacije,
- pozna izzive digitalne transformacije in orodja, ki omogočajo boljše obvladovanje procesa transformacije,
- pozna procese in metode za pripravo strategije digitalnega poslovanja,
- pozna zakonodajo in standarde, ki urejajo digitalni trg in digitalno poslovanje.

Intended learning outcomes:

Students:

- are familiar with business models and new types of organizations, enabled by modern digital technologies,
- know the advantages and disadvantages of digitalization for individuals and society.
- know strategic guidelines and strategic documents regarding digital society,
- know the modern digital technologies,
- know the most common security risks of digital business and security measures (technologies and procedures) for their mitigation,
- know typical business information systems, understand the role and benefits of these systems for doing business digitally,
- know the challenges of digital transformation and tools for better governance of the transformation process,
- know the processes and methods for the development of a strategy for digital business,
- know the legislation and standards governing the digital market and digital business.

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov),
- *laboratorijske vaje:* v povezavi s predmetom (reševanje praktičnih problemov, uporaba modelirnih orodij),
- *projektna/raziskovalna naloga,*
- *samostojni študij.*

Learning and teaching methods:

- *lectures* with active participation of students (explanation, discussion, questions, examples, problem solving),
- *laboratory work:* in connection with the course (solving practical problems, use of modelling tools),
- *project/research paper,*
- *independent study.*

Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> • izpit • izdelava, predstavitev in zagovor projektne/raziskovalne naloge <p>Ocenjevalna lestvica: ECTS.</p>	<p>60 %</p> <p>40 %</p>	<p>Types:</p> <ul style="list-style-type: none"> • exam • preparation, presentation and defence of the project/research paper <p>Grading scheme: ECTS.</p>

