

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Sistemi ePoslovanja B2C in B2B
Course title: e-Business Systems B2C and B2B

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, magistrski študijski program druge stopnje	-	Prvi ali drugi	Drugi ali četrsti
Informatics in Contemporary Society, second cycle Masters Study Programme	-	First or second	Second or fourth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-MAG-IP-SeP B2CinB2B-2016-10-01

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	20	-	-	100	5

Nosilec predmeta / Lecturer:

Jeziki / Languages:

Predavanja / Lectures: Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

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

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

Prior to the exam, the student has to prepare and present seminar work.

Vsebina:

- uvod v predmet
- informacijska družba in virtualna organizacija
- koncept e-poslovanja
- tehnološke in arhitekturne zahteve za podporo e-poslovanja
- poslovni modeli e-poslovanja
- sistem e-poslovanja B2B
- sistem e-poslovanja B2C
- etika, pravni red, standardi in varnost v e-poslovanju

Content (Syllabus outline):

- introduction to the subject
- Information Society and virtual organization
- The concept of e-commerce
- Technology and architectural requirements for e-business
- Business models for e-commerce
- system of e-commerce B2B
- system of e-commerce B2C
- ethics, legislation, standards and security in e-commerce

Temeljni literatura in viri / Readings:

- Chaffey Dave: *E-Business and E-Commerce Management*, Pretence Hall, 2007
- P. Cunningham; F. Froschl: *Electronic Business Revolution*, Springer, 1999

Cilji in kompetence:

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

- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic
- sposobnost za reševanje konkretnih delovnih problemov na področju upravljanja in poslovanja z uporabo znanstvenih metod in postopkov
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba v reševanju konkretnih delovnih problemov
- fleksibilna uporaba znanja v praksi
- 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 instructional unit contributes to the development of the following general and subject-specific competences:

- understanding and use of the methods of critical analysis and theory development and their use in solving actual social and work problems
- the ability to solve the problems from a real life in management and operations through the use of scientific methods and procedures,
- understanding and application of methods of critical analyses and development of theories and their application in solving specific work problems
- flexible usage of knowledge in practice
- knowledge and understanding of theoretical basics of consultancy (knowledge transfer)
- management of procedures and principles of consulting, planning and change management
- communication with experts from different fields of economic and social life
- collaboration with stakeholders (employees, suppliers, customers, competitors ...)

Predvideni študijski rezultati:

Znanje in razumevanje:

- poznavanje in razumevanje pomena e-poslovanja
- poznavanje in razumevanje inovativnosti informacijske tehnologije
- osvetlitev interdisciplinarnosti e-poslovanja z uporabo pridobljenega znanja
- poznavanje in razumevanje povezanosti internih poslovnih

Intended learning outcomes:

Knowledge and understanding:

- knowledge and understanding of the e-commerce importance
- knowledge and understanding of innovativeness of information technology
- lighting interdisciplinary nature of e-commerce through the use of acquired knowledge
- knowledge and understanding of the integration of internal business

<p>procesov z dejavniki poslovnega okolja</p> <ul style="list-style-type: none"> • poznavanje in razumevanje obstoječih modelov e-poslovanja in kritična presoja njihove koristnosti • poznavanje in razumevanje vplivov e-poslovanja na odnose s partnerji • iskanje alternativnih poslovnih modelov e-poslovanja s pomočjo pridobljenega znanja
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<p>processes to business environment</p> <ul style="list-style-type: none"> • knowledge and understanding of existing models of e-commerce and critical assessment of their usefulness • knowledge and understanding of the e-commerce impact on the relations with partners • search for alternative business models of e-commerce by means of the acquired knowledge

Metode poučevanja in učenja:

<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje primerov) • <i>vaje in laboratorijske vaj</i> • individualne in skupinske <i>konzultacije</i> (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
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Learning and teaching methods:

<ul style="list-style-type: none"> • lectures with active participation of students (explanation, discussion, questions, examples, problem solving) • exercises and lab work • individual and group consultations (discussion, additional explanation, consideration of specific issues)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • pisni/ustni izpit • seminarska naloga s poročili seminarskega dela in eksperimentalnih vaj ter predstavitev naloge 	<p>50</p> <p>50</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none"> • written/oral exam • seminar paper