



UČNI NAČRT / COURSE SYLLABI

Študijsko leto 2017/2018

Predmet / Course	Management e-poslovanja / Management of e-business
Šifra predmeta / Course Code	B22MEPOS-ME-P-MZ
Nosilec predmeta / Course Coordinator	prof. dr. Dušan Lesjak
Vrsta predmeta / Type of the course	izbirni / elective
Jezik / Language	
- Vaje / Tutorials	Slovenski / Slovene, Angleški / English
- Predavanja / Lecture	Slovenski / Slovene, Angleški / English
Študijski program / Programme	Management znanja (2. stopnja) / Knowledge management (2nd cycle)
Letnik / Year	2.
Primarno študijsko področje / Primary Study Field	Management (poslovanje in upravljanje - Klasius 345)
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
24	12	0	189	225	9

a) Vsebina / Content:

1. Uvod v management e-poslovanja. 2. Strategije e-poslovanja. 3. Management sprememb. 4. Analiza in snovanje e-poslovanja. 5. Uvajanje in vzdrževanje e-poslovanja. 6. Ekonomski, pravni, družbeni in etični izzivi e-poslovanja.	1. Introduction to the management of e-business. 2. E-business strategies. 3. Change management. 4. Analysis and design of e-business. 5. Implementation and maintenance of e-business. 6. Economic, legal, social and ethical issues of e-business.
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Splošne kompetence / General Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following general areas:</i>
SPL4: Sodelovalno, timsko delo, delo v skupini; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL10: Inicijativnost ter podjetnost;	SPL4: Cooperation, team work, group work; SPL8: Critical thinking; SPL9: Creativity; SPL10: Initiative and entrepreneurial skills;

Predmetno specifične kompetence / Course Specific Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following specific areas:</i>
PSP2: Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni načrt.; PSP7: Upravljanje s spremembami; PSP12: Informacijski sistemi in programska oprema na vsebinskem področju predmeta; PSP18: Splošna razgledanost na vsebinskem področju predmeta.	PSP2: Organisational audit, problems and challenges in business, problem solving, consultancy plans; PSP7: Change management; PSP12: Information systems and software in the fields of the course; PSP18: General overview of the course content area.

Predvideni študijski izidi / Intended Learning Outcomes:

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
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<p>1. Kritično razloži in analizira upravljala vprašanja in dileme e-poslovanja. 2. Na primerih pojasni pomen e-poslovanja za podjetja in gospodarstvo. 3. Opredeli dejavnike, prednosti in omejitve e-poslovanja. 4. Pozna razvoj strategij uvajanja e-poslovanja. 5. Na primeru razvije strategijo e-poslovanja. 6. Analizira poslovne procese ter sposobnosti modeliranja procesov in podatkov e-poslovnih rešitev. 7. Zna zasnovati e-poslovno rešitev, pri kateri bo upošteval vse pretnje in grožnje e-poslovanja. 8. Razume sestavine e-poslovnih rešitev, razvoj spletnih vsebin in storitev. 9. Razume pomen upravljanja sprememb v e-poslovanju. 10. Razume pomen informacijske podpore pri strateškem načrtovanju e-poslovanja. 11. Razume pomen uvajanja in vzdrževanja e-poslovnih rešitev. 12. Uporablja sodobna orodja za vodenje projektov uvajanja e-poslovanja.</p>	<p>1. Critically analyse and interprets management issues and dilemmas of e-business. 2. Explains the importance of e-business for companies by using examples. 3. Identifies the factors, strengths and limitations of e-business. 4. Knows the development of strategies of introducing e-business. 5. Designs e-business strategy in one case. 6. Analyses business processes and models processes and data of e-business solutions. 7. Knows how to design e-business solutions taking into account all threats of e-business. 8. Understands components of e-business solutions and the development of online content and services. 9. Understands skills of change management. 10. Understands the importance of IT support in the strategic planning of e-business. 11. Understands the importance of introduction and maintenance of e-business solutions. 12. Uses contemporary tools for managing projects of introducing e-business.</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

Oblike dela	Delo v manjših skupinah; Samostojno delo študenta; E-učenje
Types of Teaching and Learning	Work in smaller groups or pairs; Independent student work; E-learning
Metode dela	Razlaga; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Reševanje nalog; Gost iz prakse;
Teaching and Learning Methods	Explanation; Conversation/discussion/debate; Case study; Public presentation; Solving exercises; Guest from practice;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	50
Daljši pisni izdelek / Longer written casework ¹	30
Javni nastop s predstavitvijo rezultatov / Presentations ²	20
Končni pisni izpit / Final written examination/	/
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številska/numeric

Temeljna literatura / Literature:

Chaffey, D. (2015). E-Business and E-Commerce Management. Strategy, Implementation and Practice, 6th edition. New Jersey: FT Prentice Hall. Gradivo nosilca v e-učilnici.

Reference nosilca / Lecturer's references:

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek

1. LESJAK, Dušan, VEHOVAR, Vasja. Factors affecting evaluation of e-business projects. *Industrial management + data systems*, ISSN 0263577, 2005, no. 4, vol. 105, str. 40928. [COBISS.SI-ID 1334999] 2. VEHOVAR, Vasja, LESJAK, Dušan. Characteristics and impacts of ICT investments : perceptions among managers. *Industrial management + data systems*, ISSN 0263577, 2007, no. 4, vol. 107, str. 53750, tabele. [COBISS.SI-ID 26346077] 3. SULČIČ, Viktorija, LESJAK, Dušan. E-business in Slovenian SMEs. *Issues in information systems*, 2008, vol. 9, no. 1/2, str. 44146, tabele. [COBISS.SI-ID 2913751] 4. SULČIČ, Viktorija, LESJAK, Dušan. E-business impacts and obstacles from the perspective of Eurostat and students. *Issues in information systems*, 2009, vol. 10, no. 2, str. 41520, graf. prikazi, tabele. [COBISS.SI-ID 3374295] 5. SULČIČ, Viktorija, LESJAK, Dušan. Slovenian SMEs and e-business. *International journal of management and enterprise development*, 2010, vol. 8, no. 1, str. 221, doi: 10.1504/IJMED.2010.029758. [COBISS.SI-ID 14982197] 6. ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Industrial management & data systems*, 2011, no. 3, vol. 111, str. 39109, tabele. [COBISS.SI-ID 15384373] 7. ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529314, 2014, vol. 15, iss. 2, str. 25869, graf. prikazi. http://iacis.org/iis/2014/123_iis_2014_25869.pdf. [COBISS.SI-ID 1537037764]