



## UČNI NAČRT / COURSE SYLLABUS

<b>Predmet / Course</b>	Management e-poslovanja / Management of e-business
<b>Šifra predmeta / Course Code</b>	B22MeP6-MZ
<b>Nosilec predmeta / Course Coordinator</b>	prof. dr. Dušan Lesjak
<b>Vrsta predmeta / Type of the course</b>	izbirni / elective
<b>Jezik / Language</b> - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene, Slovenski / Slovene,
<b>Študijski program / Programme</b>	Management znanja (2. stopnja) / Knowledge management (2nd cycle)
<b>Letnik / Year</b>	2.
<b>Pogoji za vključitev / Requirements</b>	/

<b>Predavanja Lectures</b>	<b>Vaje Tutorials</b>	<b>Druge oblike študija Other Type of Study</b>	<b>Samostojno delo Individual work</b>	<b>Ure dela Work hours</b>	<b>ECTS</b>
16	8	0	126	150	6

### Vsebina / Content:

<ol style="list-style-type: none"><li>1. Uvod v management e-poslovanja.</li><li>2. Spletni marketing in socialna omrežja ter komuniciranje s kupci</li><li>3. management e-plačevanja in varnosti e-poslovanje</li><li>4. Pravi in etični vidiki managemeta e-poslovanja</li><li>5. Strategija, implementacija in ekonomika e-poslovanja</li><li>6. Zasnova predloga izboljšav e-poslovanja obstoječega podjetja/zavoda in njegove uvedbe</li></ol>	<ol style="list-style-type: none"><li>1. Introduction to the management of e-business.</li><li>2. Online marketing and social media and communications with customers</li><li>3. Management of e-payment and security of e-business</li><li>4 Legal and ethical aspects of management of e-business.</li><li>5. Strategy, implementation and economics of e-business</li><li>6. Design of proposals of improvements of e-business of existing company/institutions and their's implementation.</li></ol>
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### Splošne kompetence / General Competencies:

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

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

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
<ol style="list-style-type: none"> <li>1. Kritično razloži in analizira upravljalna vprašanja in dileme e-poslovanja.</li> <li>2. Na primerih pojasni pomen e-poslovanja za podjetja in gospodarstvo.</li> <li>3. Opredeli dejavnike, prednosti in omejitve e-poslovanja.</li> <li>4. Pozna razvoj strategij uvajanja e-poslovanja.</li> <li>5. Na primeru razvije strategijo e-poslovanja.</li> <li>6. Analizira poslovne procese e-poslovnih rešitev.</li> <li>7. Zna zasnovati e-poslovno rešitev, pri kateri bo upošteval vse pretnje in grožnje e-poslovanja.</li> <li>8. Razume sestavine e-poslovnih rešitev, razvoj spletnih vsebin in storitev.</li> <li>9. Razume pomen upravljanja sprememb v e-poslovanju.</li> <li>10. Razume pomen uvajanja in vzdrževanja e-poslovnih rešitev.</li> </ol>	<ol style="list-style-type: none"> <li>1. Critically analyse and interprets management issues and dilemmas of e-business.</li> <li>2. Explains the importance of e-business for companies by using examples.</li> <li>3. Identifies the factors, strengths and limitations of e-business.</li> <li>4. Knows the development of strategies of introducing e-business.</li> <li>5. Designs e-business strategy in one case.</li> <li>6. Analyses business processes of e-business solutions.</li> <li>7. Knows how to design e-business solutions taking into account all threats of e-business.</li> <li>8. Understands components of e-business solutions and the development of online content and services.</li> <li>9. Understands skills of change management.</li> <li>10. Understands the importance of introduction and maintenance of e-business solutions.</li> </ol>

**Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning**

<i>Oblike dela</i>	Delo v manjših skupinah; Samostojno delo študenta; E-učenje
<i>Types of Teaching and Learning</i>	Work in smaller groups or pairs; Independent student work; E-learning
<i>Metode dela</i>	Razlaga; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Reševanje nalog; Gost iz prakse;
<i>Teaching and Learning Methods</i>	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	40
Daljši pisni izdelek /Longer written casework <sup>1</sup>	40
Javni nastop s predstavitvijo rezultatov / Presentations <sup>2</sup>	20
Končni pisni izpit / Final written examination/	/
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	številaska/numeric

**Obveznosti študenta/ Student obligations:**

Obveznosti je možno opraviti le med izvedbo predmeta, saj delo poteka tudi v skupini, ocenjuje pa se delo posameznika ter prispevek posameznika k skupini in delo skupine kot celote.	Obligations can only be performed during the course, as the work also takes place in a group, and the work of the individual and the individual's contribution to the group and the work of the group as a whole are assessed.
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**Temeljna literatura / Literature:**

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| 1. Chaffey, D., Hemphill, T. & EdmuChaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-Commerce Management, 7th edition. Pearson Education Ltd. |
|---|

<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek

2. Lesjak, D. (2019) Electronic banking : presence and trends. V: Sedmak, S. (ur.), LAPORŠEK, S. (ur.), Nahtigal, M. (ur.). *Managing geostrategic issues : proceedings of the joint international conference organised by University of Primorska, Faculty of Management, Slovenia, Lomonosov Moscow State University, Moscow School of Economics, Russian Federation Juraj Dobrila University of Pula, Faculty of Economics and Tourism, "Dr. Mijo Mirkovic", Croatia, (Management International Conference, ISSN 1854-4312). Koper: University of Primorska Press.*
3. Gradivo nosilca v e-učilnici.

#### Reference nosilca / Lecturer's references: (od 2010)

##### 1.01 Izvirni znanstveni članek

1. ZWILLING, Moti, KLIEN, Galit, LESJAK, Dušan, WIECHETEK, Łukasz, CETIN, Fatih, BASIM, Hamdullah Nejat. Cyber security awareness, knowledge and behavior : a comparative study. *Journal of computer information systems*, ISSN 0887-4417, 2020, vol. , iss. , str. 1-16,
2. LESJAK, Dušan, ZWILLING, Moti, KLEIN, Galit. Cyber crime and cyber security awareness among students : a comparative study in Israel and Slovenia. *Issues in information systems*, ISSN 1529-7314, 2019, vol. 20, iss. 1, str. 80-87, preglednice. [http://www.iacis.org/iis/2019/1\\_iis\\_2019\\_80-87.pdf](http://www.iacis.org/iis/2019/1_iis_2019_80-87.pdf). [COBISS.SI-ID 40228869]
3. ROJKO, Katarina, LESJAK, Dušan, ŠUŠTERŠIČ, Janez. Information and communication technology spending and the latest (2008-) economic crisis. *International journal of sustainable economy*, ISSN 1756-5804, 2015, vol. 7, iss. 4, str. 306-326, ilustr. <http://www.inderscience.com/info/inarticle.php?artid=72195>, doi: [10.1504/IJSE.2015.072195](https://doi.org/10.1504/IJSE.2015.072195). [COBISS.SI-ID 38071813]
4. ZILLI, Dejan, LESKOVŠEK, Jožica, NATEK, Srečko, LESJAK, Dušan. Mobile applications for health care support. *Issues in information systems*, ISSN 1529-7314, 2015, vol. 16, iss. 2, str. 102-107, ilustr. [http://www.iacis.org/iis/2015/2\\_iis\\_2015\\_102-107.pdf](http://www.iacis.org/iis/2015/2_iis_2015_102-107.pdf). [COBISS.SI-ID 38072069]
5. ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529-7314, 2014, vol. 15, iss. 2, str. 258-269, graf. prikazi. [http://iacis.org/iis/2014/123\\_iis\\_2014\\_258-269.pdf](http://iacis.org/iis/2014/123_iis_2014_258-269.pdf). [COBISS.SI-ID 1537037764]
6. ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Industrial management + data systems*, ISSN 0263-5577, 2011, no. 3, vol. 111, str. 391-409, tabele. [COBISS.SI-ID 15384373],
7. FLORJANČIČ, Viktorija, LESJAK, Dušan. Slovenian SMEs and e-business. *International journal of management and enterprise development*, ISSN 1468-4330, 2010, vol. 8, no. 1, str. 22-31, doi: [10.1504/IJMED.2010.029758](https://doi.org/10.1504/IJMED.2010.029758). [COBISS.SI-ID 14982197]

##### 1.08 Objavljeni znanstveni prispevek na konferenci

1. LESJAK, Dušan. Electronic banking : presence and trends. V: SEDMAK, Suzana (ur.), LAPORŠEK, Suzana (ur.), NAHTIGAL, Matjaž (ur.). *Managing geostrategic issues : proceedings of the joint international conference organised by University of Primorska, Faculty of Management, Slovenia, Lomonosov Moscow State University, Moscow School of Economics, Russian Federation Juraj Dobrila University of Pula, Faculty of Economics and Tourism, "Dr. Mijo Mirkovic", Croatia, (Management International Conference, ISSN 1854-4312). Koper: University of Primorska Press. 2019, str. 111-120. <http://www.hippocampus.si/ISBN/978-961-6832-68-7/11.pdf>, doi: [10.26493/978-961-6832-68-7.11](https://doi.org/10.26493/978-961-6832-68-7.11). [COBISS.SI-ID 1541980868]*
2. ZWILLING, Moti, LESJAK, Dušan, NATEK, Srečko, PHUSAVAT, Kongkiti, ANUSSORNITISARN, Pornthep. How to deal with the awareness of cyber hazards and security in (higher) education?. V: DERMOL, Valerij (ur.). *Thriving on future education, industry, business and society : proceedings of the MakeLearn and TIIM International Conference, 15-17 May 2019, Piran, Slovenia, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2019, str. 433-439. <http://www.toknowpress.net/ISBN/978-961-6914-25-3/papers/ML19-130.pdf>. [COBISS.SI-ID 40072197]*
3. LESJAK, Benjamin, LESJAK, Dušan. Informal quality assessment of legal services (by citizens) in Slovenia. V: DERMOL, Valerij (ur.), TRUNK ŠIRCA, Nada (ur.), ĐAKOVIĆ, Goran (ur.). *Active citizenship by knowledge management & innovation : proceedings of the Management, Knowledge and Learning International Conference 2013, 19-21 June 2013, Zadar, Croatia, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2013, str. 1201-1209. <http://www.toknowpress.net/ISBN/978-961-6914-02-4/papers/ML13-387.pdf>. [COBISS.SI-ID 11912097]*

4. ROJKO, Katarina, LESJAK, Dušan. The latest economic crisis (2008-) and ICT users&spendings.  
V: *Proceedings of 2014 International Conference on Technology Innovation and Industrial Management : 28-30 May 2014, Seoul, South Korea*, (Proceedings of 2010 International Conference on Technology Innovation and Industrial Management, ISSN 1906-7631). Seoul (South Korea): TIIM. 2014, str. S2-100-S2-113, ilustr. [COBISS.SI-ID [1536509124](#)]

**1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji**

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**2.01 Znanstvena monografija**

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