



UČNI NAČRT / COURSE SYLLABUS

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| Predmet / Course | Digitalno poslovanje / Digital Business |
| Šifra predmeta / Course Code | B13DP-PSD |
| Nosilec predmeta / Course Coordinator | pred. Jurij Štukovnik |
| Vrsta predmeta / Type of the course | izbirni/elective |
| Jezik / Language - Vaje / Tutorials - Predavanja / Lecture | Slovenski / Slovene, angleški / English Slovenski / Slovene, angleški / English |
| Študijski program / Programme | Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Society (1st Cycle) |
| Letnik / Year | 3.letnik/3rd year |
| Pogoji za vključitev / Requirements | / |

| Predavanja Lectures | Vaje Tutorials | Druge oblike študija Other Type of Study | Samostojno delo Individual work | Ure dela Work hours | ECTS |
|--------------------------------|---------------------------|---|--|--------------------------------|-------------|
| 20 | 40 | 0 | 90 | 150 | 6 |

Vsebina / Content:

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| <ol style="list-style-type: none">Uvod v digitalno poslovanje Raziskovanje temeljnih konceptov digitalnega poslovanja, vključno z njegovo definicijo, ključnimi komponentami in načini, kako se razlikuje od tradicionalnih poslovnih modelov. Razumevanje evolucije in vpliva digitalnih tehnologij v poslovnem svetu.Digitalna transformacija Učenje o procesu integracije digitalne tehnologije v vsa področja podjetij, kar temeljito spreminja način delovanja podjetij in naročnikom dodaja vrednost. Preučevanje strategij za uspešno digitalno transformacijo in realnih primerov.Internet stvari (IoT) v poslovanju Odkrivanje, kako IoT tehnologija spreminja podjetja z omogočanjem medsebojne povezanosti naprav in sistemov. Razumevanje vpliva IoT na inovacije poslovnih modelov in operativno učinkovitost.Industrija 4.0 Poglobljeno raziskovanje 4. industrijske revolucije, ki jo zaznamuje združevanje tehnologij, ki briše meje med fizičnim, digitalnim in biološkim svetom. Osredotočanje na vpliv Industrije 4.0 na proizvodnjo, oskrbovalne verige in druge sektorje.Mobilne aplikacije v poslovanju Razumevanje pomena mobilnih aplikacij v današnjem poslovnem svetu. Raziskovanje, kako lahko mobilne aplikacije izboljšajo angažiranost naročnikov, operativno učinkovitost in odprejo nove vire dohodkov. | <ol style="list-style-type: none">Introduction to Digital Business Explore the fundamental concepts of digital business, including its definition, key components, and the ways it differs from traditional business models. Understand the evolution and impact of digital technologies in the business world.Digital Transformation Learn about the process of integrating digital technology into all areas of a business, fundamentally changing how businesses operate and deliver value to customers. Examine strategies for successful digital transformation and real-world case studies.Internet of Things (IoT) in Business Discover how IoT technology is transforming businesses by enabling the interconnectivity of devices and systems. Understand the implications of IoT for business model innovation and operational efficiency.Industry 4.0 Delve into the fourth industrial revolution, characterized by a fusion of technologies blurring the lines between the physical, digital, and biological spheres. Focus on the impact of Industry 4.0 on manufacturing, supply chain, and other sectors.Mobile Apps in Business Understand the significance of mobile applications in today's business landscape. Explore how mobile apps can enhance customer engagement, operational efficiency, and open new revenue channels.Innovation - Concepts and Perspectives Study the key concepts and various forms of innovation in the context of digital business. Discuss the importance of innovation management and the challenges faced in fostering innovation in organizations.Digital Business Models Examine different types of digital business models and how they create value. Analyze successful digital |
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| <p>6. Inovacije - Koncepti in perspektive Preučevanjih ključnih konceptov in oblik inovacij v kontekstu digitalnega poslovanja. Raziskovanje pomena upravljanja inovacij in izzivih pri spodbujanju inovacij v organizacijah.</p> <p>7. Digitalni poslovni modeli Raziskovanje različnih vrst digitalnih poslovnih modelov in kako ustvarjajo vrednost. Analiziranje uspešnih digitalnih poslovnih modelov ter preučevanje in evalvacija novih poslovnih modelov v digitalni dobi.</p> <p>8. Disruptivne inovacije Spoznavanje disruptivnih inovacij in njihovi sposobnosti spreminjanja načina delovanja industrij. Razumevanje, kako podjetja lahko ustvarjajo in se odzivajo na disruptivne inovacije v svoji industriji.</p> <p>9. Tehnologija v poslovnih operacijah Spoznavanje vloge tehnologije pri izboljšanju poslovnih operacij. Razumevanje, kako se v poslovne strategije integrirajo nastajajoče tehnologije, kot so AI, Blockchain in računalništvo v oblaku.</p> <p>10. E-trgovina in e-poslovanje Primerjava in razlikovanje e-trgovine in e-poslovanja, razumevanje njihovih značilnosti in kako se vključujejo v digitalno ekonomijo. Spoznavanje strategij za izgradnjo uspešnih spletnih poslovnih modelov.</p> <p>11. Nove tehnologije v poslovanju Spoznavanje uporabe novih tehnologij v poslovanju. Razumevanje potenciala teh tehnologij za revolucioniranje različnih industrijskih sektorjih.</p> | <p>business models and learn how to develop and evaluate new models in the digital age.</p> <p>8. Disruptive Innovation Learn about disruptive innovation and its ability to alter the way industries operate. Understand how businesses can create and respond to disruptive innovations in their industry.</p> <p>9. Technology in Business Operations Explore the role of technology in enhancing business operations. Understand how emerging technologies like AI, Blockchain, and Cloud Computing are being integrated into business strategies.</p> <p>10. E-Commerce and E-Business Compare and contrast e-commerce and e-business, understanding their unique features and how they fit into the digital economy. Discuss the strategies for building successful online business models.</p> <p>11. Emerging Technologies in Business Discover how emerging technologies are being leveraged in business. Understand the potential of these technologies to revolutionize various industry sectors.</p> |
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Splošne kompetence / General Competencies:

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| <p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i> Delo s podatki in informacijami Medosebne socialne spretnosti Spretnosti kritičnega mišljenja Ustvarjanje novih zamisli (ustvarjalnost) Iniciativnost ter podjetnost Sodelovalno, timsko delo, delo v skupini Osnovne računalniške spretnosti</p> | <p><i>Student will acquire knowledge and skills in the following general areas:</i> Work with data and information Interpersonal social skills Critical thinking Creativity Initiative and entrepreneurial skills Cooperation, team work, group work Basic computer skills</p> |
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Predmetno specifične kompetence / Course Specific Competencies:

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| <p><i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i> Informacijski sistemi in programska oprema na vsebinskem področju predmeta Tehnika in tehnologija na vsebinskem področju predmeta Raziskovalna metodologija na vsebinskem področju predmeta</p> | <p><i>Student will acquire knowledge and skills in the following specific areas:</i> Information systems and software in the fields of the course Engineering and technology in the fields of the course Research methodology in the fields of the course Managing a company by planning and controlling by use concepts, methods and tools</p> |
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| Pristopi k upravljanju podjetja z načrtovanjem in kontrolo ter uporabo različnih konceptov, metod in orodij. | |
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Predvideni študijski izidi / Intended Learning Outcomes:

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| <i>Študent bo dosegel naslednje študijske izide:</i> | <i>Student will achieve the following learning outcomes:</i> |
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

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| <i>Oblike dela</i> | Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta |
| <i>Types of Teaching and Learning</i> | Frontal teaching; Work in smaller groups or pairs; Independent student work |
| <i>Metode dela</i> | Razlaga; Razgovor/diskusija/debata; Praktično delo |
| <i>Teaching and Learning Methods</i> | Explanation; Conversation/discussion/debate; Practical Work |

Načini ocenjevanja v % / Types of Student Assessment

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| Sprotno ustno ocenjevanje / Oral Assessment | 0 |
| Sprotno pisno ocenjevanje / Written Assessment / | 30 |
| Daljši pisni izdelek /Longer written casework ¹ | 0 |
| Javni nastop s predstavitvijo rezultatov / Presentations ² | 20 |
| Končni pisni izpit / Final written examination/ | 50 |
| Končni ustni izpit / Final oral examination | 0 |
| Udeležba in sodelovanje / Participation and cooperation | 0 |
| Lestvica ocenjevanja / Grading scale | |

Temeljna literatura / Literature:

1. Satell, G. (2020). Mapping Innovation: A Playbook for Navigating a Disruptive Age. New York: McGraw-Hill Education.
2. Schwartz, E. I. (2020). Digital Darwinism: Survival of the Fittest in the Age of Business Disruption. London: Kogan Page.
3. Goldberg, A. E., & Raj, R. (2021). The AI-Powered Workplace: How Artificial Intelligence, Data, and Messaging Platforms Are Defining the Future of Work. New York: Columbia Business School Publishing.
4. Sebastian, I. M., Ross, J. W., Beath, C. M., Mocker, M., Moloney, K. G., & Fonstad, N. O. (2020). Designed for Digital: How to Architect Your Business for Sustained Success. Boston: MIT Press.
5. Marr, B. (2020). Tech Trends in Practice: The 25 Technologies That Are Driving the 4th Industrial Revolution. New York: Wiley.
6. Meeker, M. (2021). The Mobile Wave: How Mobile Intelligence Will Change Everything. New York: Simon & Schuster.

Reference nosilca / Lecturer's references:

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¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek