UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Management e-poslovanja
Course title:	Management of e-business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodni management – 2. stopnja		1	2
International management – 2nd degree		1	2

Vrsta predmeta / Course type	obvezni / obligatory
Univerzitetna koda predmeta / University course code:	

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	20	0	0	0	100	6

Nosilec predmeta / Lecturer:	prof. dr. Dušan Lesjak, doc. dr. Benjamin Lesjak

Jeziki / Languages:	**Predavanja / Lectures:**	slovenski / Slovenian
	Vaje / Tutorial:	slovenski / Slovenian

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

Vsebina:	Content (Syllabus outline):
Uvod v management e-poslovanja	Introduction to the management of e-business
Management Digitalnega marketinga	Management of Digital marketing
Management e-plačevanja in varnost	Management of e-payment and security
Informacijska varnost in e-poslovanje	Information security and e-business
Varstvo osebnih podatkov pri e-poslovanju	Personal data protection at e-business
Pravni, družbeni in etični izzivi e-poslovanja	Legal, social and ethical issues of e-business
Strategija, načrtovanje in uvajanje e-poslovanja	Strategy, planning and implementation of e-business

Temeljni literatura in viri / Readings:

Knjige in učbeniki / Books and textbooks:

- Dave Chaffey (2019). Digital *Business and E-Commerce Management.* 7th edition. Pearson.

- Efraim Turban, Jon Outland (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective,* 9th ed. Springer.

Cilji in kompetence:	**Objectives and competences:**
Študentje bodo razvili **splošne kompetence**: • sposobnost analize, sinteze in predvidevanja rešitev s področja e-poslovanja v različnih poslovnih okoljih, • obvladovanje postopkov in procesov snovanja, načrtovanja, razvijanja in uvajanja e-poslovanja, • avtonomijo pri sprejemanju odločitev glede izbire najprimernejših rešitev e-poslovanja v različnih okoljih, • sposobnost prepoznavanja in predvidevanja rešitev s področja informacijske varnosti in varstva osebnih podatkov, • zavedanje o ekonomskih, pravnih, družbenih in etičnih izzivih e-poslovanja, • pripravljenost na sodelovanje, sposobnost dela v skupini, sposobnost argumentiranega zagovarjanja lastnih stališč in upoštevanja stališč študijskih kolegov.	Students will develop **general competences**: • the ability to analyse, synthesise and anticipate solutions in the field of e-business in various business environments, • a good command of procedures and processes of designing, planning, developing and introducing e-business, • autonomy in selecting the most appropriate e-business solutions in different environments, • the ability to anticipate sollutions in the field of information security and personal data protection, • awareness of economic, legal, social and ethical issues of e-business, • willingness to cooperate, the ability to work in a group, the ability to argue and defend their own points of view and take into account those of their fellow students.
Študentje bodo razvili **predmetno-specifične kompetence**: • poznavanje in razumevanje sprememb v poslovnih procesih zaradi naglega razvoja IT, • sposobnost reševanja konkretnih problemov s področja e-poslovanja v različnih okoljih, • poznavanje načrtovanja, uvajanja, vzdrževanja in vrednotenja projektov e-poslovanja, • razumevanje povezanosti različnih področij managementa e-poslovanja,	Students will develop the following **course-specific competences:** • knowledge and understanding of changes in business processes due to the rapid development of IT, • the ability to solve concrete problems in the field of e-business in different environments, • knowledge of planning, introducing, maintaining and evaluating e-business projects, • understanding of the relationship between different areas of e-business management,

• sposobnost prenosa znanj iz drugih predmetov študijskega programa in znanj, pridobljenih v delovnem okolju, • sposobnost iskanja informacij za potrebe študija predmeta v različnih virih.	• the ability to apply skills from other courses of the study programme and skills acquired in the workplace, • the ability to search for information needed for their studies in various sources.

Predvideni študijski rezultati:	**Intended learning outcomes:**
Študent bo: • znal kritično razložiti in analizirati upravljalna vprašanja in dileme e-poslovanja, • znal na primerih pojasniti pomen e-poslovanja za podjetja in gospodarstvo, • znal opredeliti dejavnike, prednosti in omejitve e-poslovanja, • poznal razvoj strategij uvajanja e-poslovanja, • znal na primeru razviti strategijo e-poslovanja, • znal zasnovati e-poslovno rešitev, pri kateri bo upošteval informacijsko varnost, varstvo osebnih podatkov ter druge ekonomski, pravni, družbeni in etični izzivi e-poslovanja, • razvil sposobnosti zagotavljanja sestavin e-poslovnih rešitev, • razumel pomen uvajanja in vzdrževanja e-poslovnih rešitev.	**Students will:** • be able to critically analyse and interpret management issues and dilemmas of e-business, • be able to explain the importance of e-business for companies by using examples, • be able to identify the factors, strengths and limitations of e-business, • be familiar with the development of strategies of introducing e-business, • be able to design e-business strategies, • be able to design e-business solutions taking into account information security, personal data protection and all threats of e-business, and other economic, legal, social and ethical issues of e-business • be able to ensure the components of e-business solutions, • understand the importance of introduction and maintenance of e-business solutions.

Metode poučevanja in učenja:	**Learning and teaching methods:**
Oblike dela: ☒ Frontalna oblika poučevanja ☒ Delo v manjših skupinah oz. v dvojicah ☒ Samostojno delo študentov ☒ E-učenje ☒ Kombiniran način študija ☐ Drugo (vpišite) _____	**Types of learning/teaching:** ☒ Frontal teaching ☒ Work in smaller groups or pair work ☒ Independent students work ☒ E-learning ☒ Blended Learning ☐ Other _____

Metode (načini) dela:	Teaching methods:
☒ Razlaga	☒ Explanation
☒ Razgovor/ diskusija/debata	☒ Conversation/discussion/debate
☐ Delo z besedilom	☐ Work with texts
☒ Proučevanje primera	☒ Case studies
☐ Igra vlog	☐ Role-play
☒ Druge vrste nastopov študentov	☒ Different presentation
☒ Reševanje nalog	☒ Solving exercises
☐ Študijski obiski podjetij ipd.	☐ Field work (e.g. company visits)
☒ Vključevanje gostov iz prakse	☒ Inviting guests from companies
☐ Udeležba na okrogli mizi, na konferenci	☐ Attending round table and conference

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Sprotno ustno (aktivno sodelovanje pri kontaktnih urah)		Oral verification and assessment of knowledge
Sprotno pisno preverjanje znanja (krajši pisni izdelki)	50	Written verification and assessment of knowledge (short written casework)
Daljši pisni izdelki (seminarska naloga, projektna naloga)	30	Longer written casework
Javni nastop ali predstavitev	20	Presentations
Končni ustni izpit		Final examination (oral)
Končni pisni izpit		Final examination (written)
Drugo (vpišite)		Other

Reference nosilca / Lecturer's references:

SADIKU, Artan, LESJAK, Dušan, KOHUN, Frederick, PUSHAVAT, Kongkiti, NATEK, Srečko. Future of traditional banking and its digitalization. Issues in information systems. 2022, vol. 23, iss. 3, str. 231-241, [COBISS.SI-ID 132928259]

ERMAN, Nuša, ROJKO, Katarina, LESJAK, Dušan. Traditional and new ICT spending and its impact on economy. Journal of computer information systems. 2022, vol. 62, iss. 2, str. 384-396, [COBISS.SI-ID 44760067]

ROJKO, Katarina, LESJAK, Dušan, ERMAN, Nuša. The COVID-19 Pandemic Crisis : impact on ICT spending. Journal of computer information systems. 2022, vol. , iss. , str. 1-16, [COBISS.SI-ID 117632003],

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. 2019, vol. 20, iss. 1, str. 80-87. [COBISS.SI-ID 40228869]