	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	**Elektronsko poslovanje**
Course title	**E-Business**

Študijski program in stopnja Study programme and level	**Študijska smer Study field**	**Letnik Academic year**	**Semester Semester**
Poslovna informatika / 1. stopnja	Računalništvo in informatika	3. letnik	5.
Business Informatics / 1st Cycle	Computer and Information Science	3rd year	5th

Vrsta predmeta/Course type	modularni / module
Univerzitetna koda predmeta/University course code	1_RI_3_M2_UN1

Predavanja Lectures	**Seminar Seminar**	**Sem. vaje Tutorial**	**Lab. vaje Laboratory work**	**Teren. vaje Field work**	**Samost. delo Individ. work**	**ECTS**
30			30		90	6

Nosilec predmeta/Lecturer:	doc. dr. Alenka Rožanec

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

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	**Prerequisites:**
• Vpis v tretji letnik študijskega programa. • Študent mora pred izpitom pripraviti in predstaviti seminarsko nalogo.	• The prerequisite for inclusion is enrolment in the third year of study. • Students have to successfully prepare and present a seminar paper before the examination.

Vsebina:	**Content (Syllabus outline):**
• *Uvod v elektronsko poslovanje:* definicije, deležniki, vodila, koristi in tveganja uvedbe. • *Vrste e-poslovanja:* znotraj in med podjetji (B2B), znotraj uprave ter uprava z državljani in podjetji (G2G, G2C, G2B), med posamezniki (C2C). • *Infrastruktura e-poslovanja:* strojna in programska oprema, omrežja, podporne	• *Introduction to e-business:* definitions, stakeholders, drivers, benefits and implementation risks. • *Types of e-business:* within and between companies (B2B), within the government institutions and government with citizens and enterprises (G2G, G2C, G2B), among individuals (C2C).

storitve, podatki in vsebine, internet in internetne storitve (svetovni splet, e-pošta). • *Varnostni vidiki e-poslovanja:* varnostna tveganja, varnostne storitve (avtentikacija, neokrnjenost podatkov, zagotavljanje zaupnosti, preprečevanje zanikanja) in njihova implementacije (digitalno potrdilo, certifikatna agencija, elektronski podpis, SSL in TLS standarda). • *Elektronski plačilni sistemi:* plačilne kartice, spletno bančništvo, mobilno bančništvo, Moneta, e-denar in e-denarnice, kripto valute in kripto denarnice. • *Značilnosti navedenih elektronskih plačilnih sistemov:* zagotavljanje anonimnosti, stopnja varnosti, namen uporabe, enostavnost za plačila na spletu. • *E-poslovanje znotraj podjetja in med podjetji (B2B):* informacijski sistem podjetja in njegovi podsistemi (funkcijski, večfunkcijski), sistemi za upravljanje dobavne verige. Prednosti posameznih funkcijskih in večfunkcijskih sistemov za organizacijo, izzivi pri uvajanju, dejavniki za uspešnost uvedbe. • *E-trgovanje:* definicija, vrste e-trgovanja (B2C, B2B, C2C), trgovalni proces in prednosti uporabe IKT v posameznih podprocesih, poslovni modeli e-trgovanja (e-trgovina, ponudniki e-tržnice, ponudniki vsebin, ponudniki storitev, ponudniki skupnosti), konflikt med prodajnimi kanali, prihodkovni modeli e-trgovanja. • *E-uprava:* oblike e-uprave (G2B, G2C in G2G), e-storitve in ocenjevanje njihove zrelosti, učinki e-uprave za različne deležnike, zakonodajni vidiki, strategija e-uprave, portal e-uprava in njegove storitve. • *E-bančništvo:* oblike, spletno in mobilno bančništvo, prednosti e-bančništva za banke in komitente, mehanizmi zagotavljanja varnosti. • *Zakonodajni vidiki e-poslovanja:* slovenski zakoni in uredbe, splošna uredba varstvu podatkov (GDPR).	• *E-business infrastructure:* hardware and software, networks, supporting services, data and content, internet and internet services (world wide web, e-mail). • *E-business security issues:* security risks, security services (authentication, data integrity, confidentiality, denial prevention) and their implementation (digital certificate, certificate authority electronic signature, SSL and TLS standards). • *Electronic payment systems:* payment cards, web banking, mobile banking, Moneta, e-money and e-wallet, crypto currency and crypto wallets. • *Characteristics of the listed electronic payment systems:* ensuring anonymity, degree of security, purpose of use, ease of use for online payments. • *E-business within and between enterprises (B2B):* enterprise information system and its subsystems (functional, cross functional), supply chain management systems. Benefits of different functional and cross functional systems for organization, implementation challenges, implementation success factors. • *E-commerce:* definition, types of e-commerce (B2C, B2B, C2C), the trading process and the benefits of using ICT in its subprocesses, e-commerce business models (e-retailers, e-market creators, content providers, service providers, community providers), conflict between sales channels, e-commerce revenue models. • *E-government:* e-government forms (G2B, G2C and G2G), e-services and their maturity assessment, e-government effects for different stakeholders, legislative aspects, e-government strategy, e-government portal and its services. • *E-banking*: e-banking forms, web and mobile banking, advantages of e-banking for banks and costumers, information security mechanisms.

• *Analiza in načrtovanje poslovno-informacijske arhitekture z uporabo modelirnega jezika ArchiMate:* modeliranje obstoječega in bodočega poslovnega modela s poudarkom na analizi in načrtovanju e-poslovanja organizacije.	• *Legislative aspects of e-business:* Slovenian laws and regulations, general data protection regulation (GDPR). • *Analysis and planning of enterprise architecture using the ArchiMate modelling language:* modelling of the existing and future business model, focusing on the analysis and planning of the e-business of an enterprise.

Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

- Rožanec, A. (2019): Elektronsko poslovanje: učbenik. Novo mesto: Fakulteta za ekonomijo in informatiko.
- Rožanec, A. (2015). Elektronsko poslovanje: študijsko gradivo. Novo mesto: Visokošolsko središče, VŠUP.

Priporočljiva literatura/Recommended literature

- Chaffey, D. (2015). Digital business and e-commerce management: strategy, implementation and practice. Harlow: Pearson.
- O'Brien, J. A. in Marakas, G.M. (2011). Management Information Systems 10g. New York: McGraw-Hill/Irwin.
- Lankhorst, M. et al. (2017) Enterprise Architecture at Work: Modelling, Communication and Analysis, 4rd Edition, Dordrech: Springer.

Cilji in kompetence:	**Objectives and competences:**
Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc: • poznavanje in razumevanje procesov v tehniško-tehnološkem ter poslovnem okolju in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic, • usposobljenost za pridobivanje novih in poglabljanje pridobljenih strokovnih znanj računalništva in informatike, • usposobljenost za uporabo pridobljenih znanj pri samostojnem reševanju strokovnih problemov računalništva in informatike za uspešno vključujejo v delovne procese v gospodarstvu in negospodarstvu, • usposobljenost za analizo in načrtovanje sistemov, • poznavanje načinov predstavitve, zapisa in modeliranja informacij, • zmožnost opisati dano situacijo s pravilno uporabo matematičnih in računalniških simbolov ter zapisov,	*The learning unit mainly contributes to the development of the following general and specific competences:* • knowledge and understanding of processes in the technical-technological and business environment, as well as the ability for their analysis, synthesis and prediction of the solutions and their consequences, • the ability to acquire new and deepen the acquired professional knowledge of computer science and informatics, • the ability to use the acquired knowledge in the independent solving of professional problems in computer science and informatics for a successful integration into the work processes in the economy and non-economy, • being qualified to analyze and design systems,

• poznavanje zmožnosti in omejitev informacijskih tehnologij, • razumevanje in sposobnost umeščanja računalniških in informacijskih znanj na različna področja tehnike in druga strokovno relevantna področja (ekonomija, poslovanje, organizacijske vede itd.).	• knowing the ways of presenting, recording and modeling information, • the ability to describe the given situation with a proper use of mathematical and computer symbols and records, • knowing the capabilities and limitations of information technologies, • understanding and the ability to place computer and information knowledge into various fields of technics and other professionally relevant fields (economics, business, organizational sciences, etc.).

Predvideni študijski rezultati:	**Intended learning outcomes:**
Študent/študentka:	***Students:***
• pozna osnovne pojme elektronskega poslovanja in razume tako tveganja kot prednosti, ki jih uvedba e-poslovanja prinaša različnim deležnikom, (strankam/državljanom, upravi, podjetjem)	• understand the basic concepts of e-business and understand both the risks and benefits that the introduction of e-business brings to different stakeholders (customers/citizens, government, business),
• pozna komponente informacijsko-komunikacijske infrastrukture in njihovo vlogo pri zagotavljanju e-storitev,	• know the information and communication infrastructure components and their role in providing e-services,
• pozna najpogostejša varnostna tveganja e-poslovanja ter varnostne ukrepe (tehnologije in postopke) za njihovo zmanjševanje,	• know the most common security risks of e-business and security measures (technologies and procedures) for their reduction,
• pozna različne vrste elektronskih plačilnih sistemov (plačilne kartice, e-denar, kripto valute, spletno in mobilno bančništvo…),	• know various types of e-payment systems (payment cards, e-money, crypto currency, online and mobile banking ...),
• razume prednosti in tveganja uporabe posameznih elektronski plačilnih sistemov ter primernost njihove uporabe (spletni nakupi, investicije…)	• understand the advantages and risks of the use of individual e-payment systems and the appropriateness of their use (online purchases, investments...),
• pozna funkcionalne podsisteme informacijskega sistema tipične organizacije, ERP sisteme in njihove module, sisteme za upravljanje dobavne verige, dokumentne sisteme.	• know functional subsystems of the information system of typical organization, ERP systems and their modules, supply chain management systems, document systems,
• razume vlogo in koristi navedenih sistemov za poslovanje na elektronski način znotraj organizacije ter elektronsko poslovanje z dobavitelji, kupci, zaposlenimi,	• understand the role and benefits of these systems for doing business electronically within the organization and with suppliers, customers and employees,

• razume dejavnike tveganja ter kritične dejavnike za zagotavljanja uspešnosti uvajanja novih rešitev in e-storitev, • pozna slovensko zakonodajo, ki ureja elektronsko poslovanje, • pozna osnove splošne uredbe o varstvu podatkov (GDPR), • razume različne vrste e-poslovanja (e-trgovanje, e-bančništvo, e-upravo, e-izobraževanje), njihove sestavine ter prednosti za različne deležnike, • v okviru laboratorijskih vaj se usposobi za uporabo modelirnega jezika ArchiMate, • z jezikom ArchiMate zna modelirati različne vidike obstoječega in bodočega poslovnega modela (organiziranost, poslovne procese, informacijsko podporo poslovnih procesov) ter navedene modele uporabiti pri kritični analizi in načrtovanju izboljšav e-poslovanja v konkretni organizaciji.	• understand risk factors and critical success factors of introducing new solutions and e-services, • know the Slovenian legislation regulating electronic business, • know the basics of the general data protection regulation (GDPR), • understand various types of e-business (e-commerce, e-banking, e-government, e-learning), their components and benefits for different stakeholders, • in the framework of laboratory exercises, they are trained to use the ArchiMate modeling language, • using the language ArchiMate they can model various aspects of the existing and future business model (organization, business processes, information support of business processes) and use these models in critical analysis and planning of e-business improvements in a specific organization.

Metode poučevanja in učenja:	**Learning and teaching methods:**
• *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov), • *laboratorijske vaje:* v povezavi s predmetom (reševanje praktičnih problemov, uporaba programskih orodij), • *seminarska naloga,* • *samostojni študij.*	• *lectures* with active participation of students (explanation, discussion, questions, examples, problem solving), • *laboratory work:* in connection with the course (solving practical problems, use of programming tools), • *seminar paper*, • *independent study*.

Načini ocenjevanja:	Delež (v %) Weight (in %)	**Assessment:**
Načini: • izpit • izdelava, predstavitev in zagovor seminarske naloge Ocenjevalna lestvica: ECTS.	 60 % 40 %	Types: • exam • preparation, presentation and defence of the seminar paper Grading scheme: ECTS.