

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	ePoslovanje
Course title:	eBusiness

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, visokošolski strokovni študijski program prve stopnje	-	Tretji	Peti
Informatics in Contemporary Society, first cycle Professional Study Programme	-	Third	Fifth

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

1-ISD-VS-eP-2026-04-23

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer:

Izr. prof. dr. Katarina Rojko

Jeziki / Languages:

Predavanja / Lectures:

Slovenski, angleški / Slovene, English

Vaje / Tutorial:

Slovenski, angleški / Slovene, English

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

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

Before taking the exam, the student must successfully prepare and present the seminar work task.

Vsebina:

- Nove oblike organizacije v informacijski družbi. Ključne lastnosti informacijske družbe. Družba 5.0.
- Elektronske oblike poslovanja in pomen interneta.
- Virtualni tipi organizacij in menedžerski procesi.
- E-poslovanje. Ključni koncepti, zgodovinski razvoj, stanje, trendi in perspektive.
- Smernice za zeleno in vzdržno e-poslovanje.

Content (Syllabus outline):

- New forms of organisations in information society. Key elements of information society. Society 5.0.
- Electronic ways of business and the importance of the Internet.
- Virtual types of organisations and managerial processes.
- E-business. Key concepts, historical development, status, trends and perspectives.
- Guidelines for green and sustainable e-business.

- Oprema za podporo e-poslovanju, s poudarkom na zeleni infrastrukturi. Strojna oprema, komunikacijska in programska oprema (ERP in CRM sistemi).
- Spletno mesto e-poslovanja, e-trgovina.
- E-marketing.
- Poslovni modeli v e-poslovanju. Priprava konkretne organizacije na uvajanje in izvedbo e-poslovanja.
- Poslovni procesi med organizacijami. Vrste in oblike e-poslovanja.
- Internetni plačilni sistemi. Udeleženci, poslovne transakcije in varnostni standardi.
- Oskrbovalne verige, krožna ekonomija in odnosi s partnerji. Funkcija in procesi obvladovanja oskrbovalnih verig in poprodajnih aktivnosti.
- E-uprava. Tipi e-poslovanja v javni upravi v razmerju med vlado, lokalnimi skupnostmi, organizacijami in državljani.
- Etika, pravni red, standardi in varnost.

- Equipment for e-business, with a focus on green infrastructure. Hardware, communication and software equipment (ERP and CRM Systems)
- E-business website, e-commerce website.
- E-marketing.
- Business models in e-business. Preparing case organisation to implement and deploy e-business.
- Business processes among organisations. Ways and forms of e-business.
- Internet payment systems. Actors, business transactions and security standards.
- Supply chains, circular economy and business relationships. Functions and processes of supply chain management and after-sale activities.
- E-government. Types of e-business in public services, government, local communities and citizens.
- Ethics, law, standards and security.

Temeljni literatura in viri / Readings:

- Chaffey, Dave: Digital Business & E-Commerce Management, 7th Edition. Trans-Atlantic Publications, 2019.
- International Labour Organization: Green Business Guide. International Training Centre of the International Labour Organization. 2023.
https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/publication/wcms_882794.pdf
- Rojko, Katarina. Prosojnice in gradiva s predavanj in vaj za posamezno študijsko leto pri predmetu ePoslovanje. FIŠ: Moodle.

Cilji in kompetence:

Učna enota prispeva k razvoju naslednjih splošnih:

- sposobnost fleksibilne in aplikativne uporabe teoretičnega znanja
- prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu
- sposobnost etične refleksije in zavezanost profesionalni etiki v družbenem okolju
- usposobljenost za samostojno in avtonomno uporabo, nadzor in vzdrževanje informacijsko komunikacijske tehnologije v organizaciji

Objectives and competences:

The instructional unit contributes to the development of the following general:

- ability to flexibly apply knowledge in practice
- striving to achieve quality of professional work through autonomy, (self) criticism, (self) reflexivity and (self) evaluation in professional work
- ability to ethical reflection and commitment to professional ethics in the social environment
- competence for independent and autonomous use, monitoring and maintenance of information communication technology in an institution

- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje
- razumevanje in uporaba teoretičnih osnov analitičnega in svetovalnega dela (prenos znanja do uporabnika)
- načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v organizaciji ali družbenem okolju z upoštevanjem različnih dejavnikov

in predmetno- specifičnih kompetenc:

- razumevanje razvoja, stanja in trendov na področju e-poslovanja
- poznavanje smernic za razvoj zelenega in vzdržnega e-poslovanja
- razumevanje pomena IKT opreme za podporo e-poslovanju, iskanje zelenih infrastrukturnih rešitev
- razumevanje zahtev in trendov na področju izdelave spletne strani e-poslovanja in za e-trgovino
- poznavanje značilnosti in orodij e-marketinga
- razlikovanje različnih poslovnih modelov v e-poslovanju
- razumevanje različnih poslovnih procesov med organizacijami, vrst in oblik e-poslovanja
- poznavanje Internetnih plačilni sistemov
- razumevanje oskrbovalne verige, koncepta krožne ekonomije in odnosov med poslovnimi partnerji
- uporaba različnih storitev e-uprave
- poznavanje etike in osnovnih varnostnih standardov s področja e-poslovanja

- communication with experts from various fields of economic and social life and with various interest groups
- understanding of relations between individuals, institutions and the social environment, the ability to perceive and function at a complex, systemic level
- understanding and use of theoretical bases of analytical and counselling work (transfer of knowledge to a user)
- planning and managing changes while forming a comprehensive evaluation of the state within an institution or social environment, taking various factors into consideration

and subject-specific competences:

- understanding the development, status and trends in e-business
- knowledge of guidelines for the development of green and sustainable e-business
- understanding the importance of ICT equipment to support e-business, finding green infrastructure solutions
- understanding of the requirements and trends in the development of e-business and e-commerce websites
- knowledge of the characteristics and tools of e-marketing
- differentiation of different business models in e-business
- understanding of the different business processes between organisations, types and forms of e-business
- knowledge of Internet payment systems.
- understanding of supply chains, concept of circular economy and relationships between business partners
- use of different e-government services
- knowledge of ethics and basic security standards in the field of e-business

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- pozna in razume pomen e-poslovanja
- pozna in razume vse ključne zahteve za podporo e-poslovanja

Intended learning outcomes:

Knowledge and understanding:

Student:

- knows and understands the meaning of e-business
- knows and understands all key demands to support e-business

<ul style="list-style-type: none"> • pridobljeno znanje skupaj z znanjem, pridobljenim pri drugih predmetih, uporablja za osvetlitev interdisciplinarnosti e-poslovanja • pozna in razume interne in medorganizacijske poslovne procese ter z dejavnike poslovnega okolja, ki so pomembni z vidika izvajanja e-poslovanja • pozna in razume vpliv e-poslovanja na upravljanje oskrbovalnih verig, na odnose s poslovnimi partnerji • pozna in razume internetne plačilne sisteme • uporabi osnovna orodja za izvedbo e-marketinških aktivnosti

<ul style="list-style-type: none"> • acquired knowledge together with knowledge acquired in other modules uses to connect the interdisciplinarity of e-business • knows and understands internal and external business processes and factors from business environments • knows and understands the influence of e-business on supply chains, relationships with business partners • knows and understands internet payment systems • uses basic tools to implement e-marketing activities

Metode poučevanja in učenja:

<ul style="list-style-type: none"> • predavanja (razlaga z diskusijo, demonstriranje praktičnih primerov iz prakse, simulacija in predstavitve...) • seminarske vaje v povezavi s prakso in predavanji (razpoložljiva programska orodja, projektno delo, skupinsko delo) • individualne in skupinske konzultacije (razprava, dodatna razlaga, obravnava specifičnih vprašanj) • samostojen študij (samostojna uporaba dostopnih orodij, spodbujanje, usmerjanje)
--

Learning and teaching methods:

<ul style="list-style-type: none"> • lectures (explanation with discussions, understanding case studies, presentations...) • tutorials in association with practice and lectures (available software tools, project work, group work) • individual and group consultations (debate, additional explanation, addressing specific questions) • individual study (individual usage of available tools, encouragement, leadership)
--

Delež (v %) /
Weight (in %)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • pisni izpit • seminarska naloga s poročili seminarskega dela ter predstavitev seminarske naloge 	<p>50</p> <p>50</p>	<ul style="list-style-type: none"> • written exam • seminar work with presentation and seminar reports

Reference nosilca / Lecturer's references:

- ROJKO, Katarina, LESJAK, Dušan, ERMAN, Nuša. The COVID-19 Pandemic Crisis : impact on ICT spending. *Journal of computer information systems*. 2022, str. 1-16, ISSN 0887-4417. DOI: 10.1080/08874417.2022.2103857. [COBISS.SI-ID 117632003]
- 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, ISSN 0887-4417. DOI: 10.1080/08874417.2020.1830007. [COBISS.SI-ID 44760067]
- ROJKO, Katarina. Sustainable industry robotization. *Innovative issues and approaches in social sciences*. May 2020, vol. 13, no. 2, str. 6-21. ISSN 1855-0541. [COBISS.SI-ID 33032451]
- ROJKO, Katarina, ERMAN, Nuša, JELOVAC, Dejan. Impacts of the transformation to industry 4.0 in the manufacturing sector : the case of the U.S. *Organizacija : revija za management, informatiko in kadre*. Nov. 2020, vol. 53, no. 4, str. 287-305. ISSN 1318-5454. DOI: 10.2478/orga-2020-0019. [COBISS.SI-ID 41158147]
- ROJKO, Katarina. *Razvitost in uporaba kot ključna dejavnika gibanja potrošnje za IKT*. 1. izd. Ljubljana: Vega, 2015. 60 str. ISBN 978-961-93847-2-5. [COBISS.SI-ID 280675584]