

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
Poslovanje v informacijski družbi, univerzitetni študijski program prve stopnje	-	Tretji	Peti
Business Management in a Digital Society, first cycle Academic Study programme	-	Third	Fifth

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

1-PID-UN-ePOS-2026-06-24

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:

Na prvi izpitni rok v študijskem letu se lahko prijavijo študenti, ki so bili na predavanjih in vajah prisotni vsaj 75 %, ali študenti, ki so pozitivno opravili kolokvij.

Prerequisites:

Students who have attended at least 75% of the lectures and tutorials or students who have passed the midterm exam may register for the first exam date in the academic year.

Vsebina:

- Nove oblike organizacije v informacijski družbi. Ključne lastnosti informacijske družbe, ki vplivajo na e-poslovanje.
- E-poslovanje. Ključni koncepti, zgodovinski razvoj, stanje, trendi in perspektive.
- Oprema za podporo e-poslovanju, s poudarkom na zeleni infrastrukturi. Strojna oprema, komunikacijska in programska oprema (ERP in CRM sistemi).

Content (Syllabus outline):

- New forms of organisations in information society. Key elements of information society that influence e-business.
- E-business. Key concepts, historical development, status, trends and perspectives.
- Equipment for e-business, with a focus on green infrastructure. Hardware, communication and software equipment (ERP and CRM Systems)

• Spletno mesto e-poslovanja, e-trgovina. • E-marketing. • Poslovni modeli v e-poslovanju. • Priprava konkretne organizacije na uvajanje in izvedbo novosti e-poslovanja. • Poslovni procesi med organizacijami. Vrste in oblike e-poslovanja. • Internetni plačilni sistemi. Udeleženci, poslovne transakcije in varnostni standardi. • Smernice za zeleno in vzdržno e-poslovanje. • 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.	• E-business website, e-commerce website. • E-marketing. • Business models in e-business. • Preparing a specific organisation for the implementation and deployment of new e-business initiatives. • Business processes among organisations. Ways and forms of e-business. • Internet payment systems. Actors, business transactions and security standards. • Guidelines for green and sustainable e-business. • 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.
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Temeljni literatura in viri / Readings:

• Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2026). <i>Digital business and e-commerce management</i> (8th ed.). Pearson. • International Labour Organization. (2023). <i>Green Business Guide</i>. International Training Centre of the International Labour Organization. https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/publication/wcms_882794.pdf • Rojko, K. Prosojnice in gradiva s predavanj in vaj za posamezno študijsko leto pri predmetu ePoslovanje. FIŠ: Moodle.

Cilji in kompetence:

<i>Učna enota prispeva k razvoju naslednjih splošnih:</i> • 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 • komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega
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Objectives and competences:

<i>The instructional unit contributes to the development of the following general:</i> • 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

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 <i>in predmetno- specifičnih kompetenc:</i> • razumevanje razvoja, stanja in trendov na področju 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 • poznavanje smernic za razvoj zelenega in vzdržnega e-poslovanja • 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 <i>and subject-specific competences:</i> • understanding the development, status and trends in 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. • knowledge of guidelines for the development of green and sustainable e-business • 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
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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

• 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 smernice za razvoj zelenega in vzdržnega e-poslovanja • uporabi osnovna orodja za izvedbo e-marketingških aktivnosti	• 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 guidelines for the development of green and sustainable e-business • uses basic tools to implement e-marketing activities
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Metode poučevanja in učenja:

• predavanja (razlaga z diskusijo, demonstriranje praktičnih primerov iz prakse, simulacija in predstavitve...) • 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:

• 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)
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Delež (v %) /

Weight (in %)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
• pisni izpit	100	• written exam

Reference nosilca / Lecturer's references:

- ROJKO, Katarina. Challenges of digital transition in the European Union due to the impacts of digital skills levels. *International journal of multidisciplinary and current educational research*. 2024, vol. 6, iss. 6, str. 155-164, ilustr. ISSN 2581-7027. [COBISS.SI-ID 219168259]
- 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]