

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Mediji in tehnologije nove ekonomije
Course title: Media and Technologies of New Economy

Študijski program in stopnja Study programme and level	Modul Module	Letnik Academic year	Semester Semester
Informacijske in komunikacijske tehnologije, 2. stopnja	Napredne internetne tehnologije	1	2
Information and Communication Technologies, 2 nd cycle	Advanced Internet Technologies	1	2

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: IKT2-656

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Druge oblike	Samost. delo Individ. work	ECTS
30	30			30	210	10

**Navedena porazdelitev ur velja, če je vpisanih vsaj 15 študentov. Drugače se obseg izvedbe kontaktnih ur sorazmerno zmanjša in prenese v samostojno delo. / This distribution of hours is valid if at least 15 students are enrolled. Otherwise the contact hours are linearly reduced and transferred to individual work.*

Nosilec predmeta / Lecturer: Prof. dr. Borka Jerman-Blažič

Jeziki / Predavanja / Lectures: slovenščina, angleščina / Slovenian, English
Languages: Vaje / Tutorial:

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

Zaključen študijski program prve stopnje s področja naravoslovja, tehnike ali računalništva.

Prerequisites:

Student must complete first-cycle study programmes in natural sciences, technical disciplines or computer science.

Vsebina:

1) Uvod
Predstavitev uvodnih pojmov v e-poslovanju, virtualizacija poslovanja in modeli
2) Globalna informacijska infrastruktura
Kompatibilnost in standardizacija sistemov, mobilna omrežja, interoperabilnost in komunikacija
3) Poslovne e-platforme
Dvostranski B2B poslovni modeli in informacijski produkti, e-poslovni modeli
4) Novi postopki v marketingu in prodaji
Spletna družabna omrežja, e-marketing
5) Nevarnost pri poslovanju v kibernetnem prostoru

Content (Syllabus outline):

1) Introduction
Presentation of basic concepts in e-commerce, enterprise virtualization, virtual enterprise and models
2) The Global Information infrastructure
Compatibility and standardization, mobile networks: interoperability and communication
3) e-Business platforms
Two-sided B2B platforms and Information Goods, e-business models
4) New methods of sale and marketing
Social networks on the web, e-marketing
5) New insecurity and safety in cyberspace

Grožnje, kibernetika varnost in zasebnost
6) Plačilni sistemi na internetu in v mobilnih omrežij
Elektronski plačilni sistemi in kripto valute
7) Poslovni ugled in reputacija na internetu
Priporočilni sistemi, uporabniški predsodki in etika

Threats from digitalization, cyber security and privacy
6) Payment systems on the internet and mobile networks .
Electronic payment systems and cryptocurrencies
7) Reputation on the Internet
Recommender systems, user bias and ethics

Temeljna literatura in viri / Readings:

- Martin Peitz and Joel Waldfogel, The Oxford Handbook of the Digital Economy, Oxford Press, ISBN: 9780195397840, 2012
- David Lee and Kuo Chuen, Handbook of digital currency, Academic Press. ISBN: 978-0-12-802117-0, 2015. Oxford
- Borka Jerman-Blažič in sodelavci, Elektronsko poslovanje na internetu , Založba, Gospodarski vestnik, l.2001
- Marko Pavliha, Borka Jerman-Blažič: Komentar na Zakon o elektronskem poslovanju in elektronskem podpisu, Založba Gospodarski Vestnik, l.2002-01-17
- Faisal Hoque, e-Enterprise, business, models, architecture and components

Cilji in kompetence:

Predmet naj bi omogočil pridobitev osnovnih metodoloških znanj za uporabo in razumevanje sodobne informacijske infrastrukture kot logistike in tehnološke podlage za nastanek globaliziranega gospodarstva in nove ekonomije.

Poleg tega naj bi omogočil pridobivanje metodoloških znanj potrebnih za razumevanje procesov v elektronskem poslovanju na področju znanosti, industrije, javne uprave in izobraževanja.

Pri predmetu študenti spoznajo temelje elektronskega poslovanja na internetu, vrste in metode, potrebne tehnike in tehnologije, poslovne modele elektronskega poslovanja ter programe in strategije razvoja na tem področju.

Objectives and competences:

The students will gain theoretical and practical knowledge in understanding the basic underlying infrastructure enabling e-business and e-commerce. The driving force of the global economy are also studied.

Architecture and methods in understanding the e- enterprise processes running within the e-business are studied with focus on the following areas: e- business in industry, commerce, government and education.

Gained knowledge will enable the students to understand the processes of e-business, the technique and models applied. They will be able to analyze the processes leading to new economy.

Predvideni študijski rezultati:

Študent, ki bo uspešno končal ta predmet bo pridobil znanje in razumevanje o:

- Pojavih nove ekonomije
- Delovanju elektronskega podjetja

Prav tako bo pridobil:

- Sposobnost analize, sinteze in predvidevanja v funkcioniranju nove ekonomije

Intended learning outcomes:

Students who complete this course successfully will know and understand:

- The new economy
- The e-enterprise models

They will also acquire:

- An ability to analyse, synthesise and anticipate the developments in the area of new economy

<ul style="list-style-type: none"> • Obvladanje raziskovalnih metod, postopkov in procesov, razvoj kritične in samokritične presoje • Sposobnost uporabe znanja v praksi • Avtonomnost v strokovnem delu • Razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju • Etična refleksija in zavezanost profesionalni etiki • Kooperativnost, delo v skupini (in v mednarodnem okolju) <p>Predmet pripravlja študente, da bodo sposobni:</p> <ul style="list-style-type: none"> • Analizirati potrebe podjetja v pogojih nove ekonomije • Izbrati ustrezne metode za razvoj različnih modelov e-podjetja • Oceniti stanje razvoja nove ekonomije in povezane pojave • Nadaljevati raziskovalno-razvojno delo na področju e-poslovanja
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<ul style="list-style-type: none"> • To gain the mastery over research methods, procedures and processes, a development of the critical judgement • An ability to apply the theory in to a practice • An autonomy in the professional work • Communicational-skills development; particularly in international environment • Ethical reflection and obligation to a professional ethics • Cooperativity, team work (in international environment) <p>This course prepares students to be able to:</p> <ul style="list-style-type: none"> • Analyze the needs of the enterprises in the new economy paradigm • Select appropriate methods for transition to e- enterprise • Analytical assessment of the level of development of the new economy in particular area • Continue research and development work in the area of information system security
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Metode poučevanja in učenja:

<ul style="list-style-type: none"> • predavanja • seminarji • laboratorijsko delo
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Learning and teaching methods:

<ul style="list-style-type: none"> • lectures • seminar work • laboratory work

Delež (v %) /

Weight (in %)

Načini ocenjevanja:

Assessment:

Seminar	50 %	Seminar
Ustni izpit	50 %	Oral exam

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • B. Jerman-Blažič. Designing a large cross - border secured eID service for e-government and e-business. In: 2014 International Conference on Multimedia Computing and Systems, April 14-16, 2014, Marrakech, Morocco. • S. Sapelova, B. Jerman-Blažič. Privacy issues in cross-border identity management systems: Pan-European case. In: HANSEN, Merit (ur.). Privacy and identity management for emerging services and technologies: Privacy and identity management for emerging services and technologies: revised selected papers, IFIP advances in information and communication technology, 421. Heidelberg [etc.]: Springer, pp. 214-223, 2014. • C. Callanan, B. Jerman-Blažič, A. Jerman Blažič. User tolerance of privacy abuse on mobile Internet and the country level of development. Information development, ISSN 0266-6669, Telematics and Informatics, 2016 • C. Callanan, B. Jerman-Blažič. User understanding of privacy in emerging mobile markets. IEEE technology & society magazine, ISSN 0278-0097, vol. 33, no. 4, pp. 48-56, 2014. • R. Bojanc, B. Jerman-Blažič, M. Tekavčič, Informacijska varnost v podjetniškem okolju: potrebe, ukrepi in ekonomika vlaganj, Ekonomska fakulteta, VI, 168 p. 2014.
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