

## Business Informatics Course

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|--|---|---|-----------|
| <i>Name of the subject:</i><br><b>Business Informatics - BSc</b> | <i>SUBJECT code:</i>                                  | Weekly hours: 4<br>lectures 2; exercises 2      | Credit: 4 |
| <i>Subject leader:</i><br><i>Stanujkic Dragisa</i>               | <i>Academic Degree:</i><br><i>Associate Professor</i> | Prerequisites:<br>Courses: Informatics I and II |           |

**Purpose:** Within the course, with the constant modernization of the course content, students are introduced to the contemporary theoretical and practical aspects of the use of business informatics in business, with the aim of achieving competitive advantages over competitors.

**Course description:** Through the course, students are prepared for using actual and advanced information and communication technologies in order to efficiently perform various business activities, as well as to gain and retain the advantages over competition. After completing the course and completed testing obligations students have necessary knowledges and skills for using information technology in doing successful business.

### Schedule

| Weeks | Topics  |
|-------|---|
| 1.    | Introduction to Information and Communication Technology: Basic terms and definitions.          |
| 2.    | Information Systems Development Life Cycle Models: Development, implementation and maintenance. |
| 3.    | Classification of Information Systems; Decision Support Systems and Expert Systems.             |
| 4.    | Introduction to Computer Networks and Network Applications.                                     |
| 5.    | Electronic Data Interchange (EDI) and Introduction to Barcodes.                                 |
| 6.    | Business use of the World Wide Web.   |
| 7.    | E-business and e-commerce.  |
| 8.    | B2C e-commerce.   |
| 9.    | B2C e-commerce.   |
| 10.   | Electronic marketplaces.  |
| 11.   | E-banking, e-money, e-payment and cryptocurrencies.   |
| 12.   | Online advertising.   |
| 13.   | Website evaluation: Principles and evaluation methods.  |
| 14.   | ERP systems and their implementation.   |

### **Final grade:**

20pt – Class attendance: 10pt lectures and 10pt exercises attendance; 20pt – Seminar project; 20pt – Colloquium; 40pt – Final exam: 20pt written and 20pt oral exam.

(<51pt fail; 51-60 grade 6; 61-70 grade 7; 71-80 grade 8; 81-90 grade 9; 91-100 grade 10)

**Compulsory literature:**

Turban, E., & Volonino, E. (2014). *Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance*. New York: Wiley. ISBN: 978-1118897782.

**Supplemental literature:**

Turban, E., Leidner, D. E., & McLean, E. R. (2007). *Information technology for management: Transforming organizations in the digital economy*. New York: Wiley. ISBN: 0-471-78712-4.