

Table 5.2. Course Specification

Study Program: Master Academic Studies – Business Economics and Entrepreneurship			
Course Title: Digital Business			
Teacher(s): Bačević V. Jelena, Ivanov G. Saša			
Course Status: elective, first year, first semester			
ECTS Credits: 8			
Prerequisite: none			
Course Objective: Course Objective is to introduce students to changes in the economy and business environment under the influence of new digital technologies and digital transformation. Students are introduced to the functionalities of digital technologies and modern digital business techniques that provide new opportunities in business and business communication.			
Learning Outcomes Adopted advanced knowledge of key concepts, tools and technologies of digital business, required skills of all participants in any form of business and will be able to choose an adequate digital business model, taking into account the risks in the digital business environment, based on the functional characteristics of digital technologies and analysis of real systems.			
Course Content Theoretical Instruction: Introduction to the digital economy (the role of digitalization in business, Development of digital business, Digital transformation of traditional business, Digital transformation strategy, Digital transformation processes), Organizational changes under the influence of the Internet, Digital business technologies (Cloud computing, Internet of Things (IoT), IT Outsourcing, Cloud native applications, Big Data and IoT), Digital business models (new organizational forms), Digital transformation of banking, Digital marketing, Mobile business, Digital social media, Employment in the digital environment (Changes in employment, Self-employment in the modern environment), Trends in digital business, Risk management in digital business (Problems of coordinating communication channels in digital business), Security mechanisms to prevent abuse. Practical Instruction is carried out through case analysis.			
Literature Wirtz, Bernd W.Cham, Digital business models : concepts, models, and the alphabet case study: Springer, 2019. Chaffey, Dave, Hemphill, Tanya Edmundson-Bird, David, Digital business and e-commerce management, Harlow : Pearson, 2019. Coupey E., Digital business concept and strategy, Routledge, 2016. ISBN 978-0131400979			
Number of hours of active teaching	Theoretical Instruction: 45		Practical Instruction:30
Teaching Methods Oral presentation method using video presentations, Conversation method, Demonstration method, Practical and laboratory work method.			
Knowledge score (maximum number of points 100)			
Pre-exam Requirements	points	Final Exam	points
Activity during lectures	10	Written exam	20
Practical instruction	10	Oral exam	30
Midterm test(s)	20		
Seminar paper(s)	10		
The methods of knowledge assessment may vary, the table below lists only some options: (Written exam, Oral exam, project presentation, seminars, etc.)			
*maximum length 2 pages of A4 format			