

## SYLLABI

Basic data of module	
<b>Academic Unit:</b>	<b>Faculty of Management, Program: Enterprise and Innovation Management</b>
<b>The name of the subject which you lecture</b>	<b>Digital Business</b>
<b>Level:</b>	<b>Master</b>
<b>Status</b>	<b>Obligatory</b>
<b>Year:</b>	<b>I</b>
<b>Semester:</b>	<b>II</b>
<b>Number of hours:</b>	<b>3</b>
<b>ECTS:</b>	<b>5</b>
<b>Time /location:</b>	
<b>Lecturer (title/name):</b>	
<b>Contact details (e mail/phone of the lecturer):</b>	
Subject description	
	<p>Digital technologies are transforming the ways corporations do business. This course develops an understanding of how digital technologies are leading to radical and incremental changes in business models, business processes, value creation and growth strategies of organizations.</p> <p>This course will provide the conceptual and methodological background to understand digital transformation and provide insights into how to build, and capitalize on, new digital capabilities to achieve greater business opportunities.</p> <p>The course will equip students with knowledge and skills on specific technologies (eg social media) and their role in external versus internal business transformation.</p> <p>Also, the course aims to bring students as close as possible to the new business and e-commerce models by familiarizing them with their constituent elements, the factors that influence them, the infrastructure, the legal and ethical framework of operation, privacy and security issues and the constituent elements of ICT.</p> <p>The course will also train students about the online communication model and the realization of online purchases, Digital Marketing and Customer Relationship Management.</p> <p>Course objectives:</p> <ul style="list-style-type: none"> <li>• Digital transformation strategy and planning.</li> <li>• Encouraging organizational transformation (including agile methods, organizational change, digital presence).</li> <li>• The main characteristics of digital platforms.</li> <li>• How platform strategies affect complementors and their ecosystem.</li> </ul> <p>The development of digital technologies fueled the emergence of digital platforms and the businesses that depend on them. The objective of this course is to explore how platforms differ from traditional businesses and how their strategies affect their ecosystem.</p>
<b>The aim of the subject:</b>	The purpose of this course is to explore how platforms differ from

	<p>traditional businesses and how their strategies impact their ecosystem. Technology has been integral to business operations and growth for a long time leading to higher efficiency and cost reduction. However, having a technology-enabled business is not enough. Simply surviving in today's landscape requires leaders to incorporate digital transformation into every aspect of their business. This course is designed to help you rethink leadership in the digital age. You'll take a deep dive into the latest strategies and innovations that reshape your organization to develop and launch new value offerings, attract new customers, manage key resources and activities, and organize networks of supply more effectively.</p>		
<b>Expected of the learning outcomes:</b>	<p>After completing this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a strong understanding of digital transformation.</li> <li>2. Apply knowledge to manage digital transformation in any organizational context.</li> <li>3. Describe and critically discuss the toolbox of theories, frameworks and methods to examine the use of digital technologies in business activities.</li> <li>4. Apply these theories, frameworks and methods to manage digital technologies in any organizational context.</li> <li>5. Debate about relevant theories and cases and produce a meaningful analysis as a result.</li> <li>6. Convey meaning and message through a wide range of communication tools, including digital technology and social media; to understand how to use these tools to communicate in ways that support positive and responsible relationships.</li> <li>7. To be able to explain how Digital Marketing and CRM and e-CRM have affected Digital Businesses.</li> </ol>		
<b>The segregated students overload (must correspond with the learning outcome)</b>			
<b>Activities</b>	<b>Hours</b>	<b>Days/weeks</b>	<b>Total</b>
<b>Lectures</b>	<b>2</b>	<b>15</b>	<b>30</b>
<b>Theoretical exercises / laboratory</b>	<b>1</b>	<b>15</b>	<b>15</b>
<b>Internship</b>			
<b>Contacts with teacher / consultations</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Field exercises</b>			
<b>Midterm, Test</b>	<b>2</b>	<b>2</b>	<b>4</b>
<b>Homework</b>	<b>2</b>	<b>5</b>	<b>10</b>
<b>Studying (at the library or at home)</b>	<b>3</b>	<b>15</b>	<b>45</b>
<b>Final preparation for the exam</b>	<b>5</b>	<b>3</b>	<b>15</b>
<b>Time spent on evaluation (tests, quiz and final exam)</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Projects and presentations</b>	<b>2</b>	<b>2</b>	<b>4</b>
<b>Total</b>			<b>125</b>
<b>Teaching methodology and learning methodology</b>	<p>The course lasts 15 weeks with 3 hours of lectures and/or weekly individual and group exercises. The exercises will be held in the form of individual and group work in which concrete examples will be discussed. Active participation is extremely important, so students are encouraged</p>		

	<p>to regularly attend lectures and exercises and contribute to the discussions that take place in the lectures. Teaching will take place through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic assessments, etc. All this will be realized in the theoretical and practical aspect by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and case studies, the solution of numerical tasks and their interpretation. In this way, it will be aimed to create interactive relationships between professor and student as well as student-student.</p>
<p><b>Evaluation method (criteria to pass exam)</b></p>	<p>The evaluation and form of construction of the grade for students will be supported in the following three activities:</p> <p style="text-align: center;"><b>1. Active participation in lectures and discussions</b></p> <p>"Participation" means physical participation during lectures. Students should be active and integrated during discussions of topics covered during lectures and exercises. During lectures, students must open new topics related to the explained subject and be able to present ideas, opinions or even stimulate debates and new forms of critical thinking and will be evaluated up to 10% of the total of 100 points.</p> <p style="text-align: center;"><b>2. Compilation and presentation of a seminar paper/Business Plan</b></p> <p>Students are required to prepare a seminar paper/Digital Business Plan, project in Word document and in PowerPoint and the same will be presented during the designated presentation hours. The presentation will last at most 15 minutes. Group work and group presentation of the paper is encouraged (no more than 3 students per paper).</p> <ul style="list-style-type: none"> <li>• The seminar paper is divided based on the ideas that will come from the students themselves and supported/approved by the teacher.</li> <li>• The seminar paper should be built including all the elements covered in the teaching.</li> </ul> <p>Project (20%), group assessment: it is an activity in which students apply the acquired knowledge in a concrete project. It is carried out in groups of 2 or 3 students who are obliged to carry out the activity, document and present it to the subject professor.</p> <p>For the form of realism and documentation of the activity, all members of the group will be evaluated with the same point, up to 10%, while the evaluation of the presentation skills of the activity is individual and includes up to 10% of the total of 100 points.</p> <p style="text-align: center;"><b>3. Final exam</b></p> <p>Evaluation with the final exam", the student will undergo the exam which is held after the end of the lectures of the course, and is organized in the exam deadlines, determined by the University senate.</p> <p>The purpose of the exam is to assess the student's knowledge, understanding and application of theories and practices in the field of digital business.</p>

	<p>Through the final exam, the student can achieve a maximum of 70% of the points out of a total of 100 points.</p> <p>The evaluation of the students will be done through an evaluation form (test), which must be completed individually by the student. The evaluation form will contain objective and subjective questions through which the student's learning outcomes will be evaluated:</p> <ul style="list-style-type: none"> <li>• The objective questions will be of the following types: (1) Multiple choice questions, (2) True/False, (3) Completion and (4) Composition/Matching; questions that will be used to assess the student's abilities to recall and recognize the concepts and material of the course.</li> <li>• The subjective questions will be of the Essay/written task type that will be used to evaluate the student's understanding and abilities to apply the knowledge gained in the analysis, synthesis and evaluation of the problem, from the responses prepared by the student to the question of submitted.</li> </ul> <p>Construction of the final grade:</p> <ul style="list-style-type: none"> <li>• max. 10 points - activity and engagement in learning,</li> <li>• max. 20 points - design and presentation of the assignment, project, work/research,</li> <li>• max. 70 points - final exam,</li> </ul> <p>The student passes the exam if he collects 50 points from all evaluation criteria</p>
<b>The teaching/learning tools/ IT</b>	Using the chart, Internet, wireless, computer, projector, powerpoint.
<b>The distribution of the theoretical and practical part of the studies</b>	70% 30%
<b>Literature</b>	
<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. "Digital business and E-Commerce Management", Dave Chaffey, Tanya Hemphill, David Edmundson - Bird 2019.</li> <li>2. "Marketing 5.0 Technology for Humanity" by Kotler, Philip Kartajaya, Hermawan Setiawan, Iwan 2021.</li> </ol>
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. "Marketing 4.0 Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan 2017.</li> <li>2. "E-commerce" Kenneth c. Laudon, Carol Guercio Traver 2017 (13th edition).</li> </ol>
<b>The teaching/learning plan</b>	
<b>Week</b>	<b>Lecture units</b>
<b>I</b>	<p><b>Introduction to Digital Business and E-Commerce (Part One)</b></p> <p>After completing this chapter, students should be able to define the meaning and scope of digital business and the difference between digital business and e-commerce. Students will understand some definitions of: electronic commerce; digital business; Intranets and extranets; digital marketing; social network; e-government. (pp. 3-28) Expected result no. 1.</p>
<b>II</b>	<b>Introduction to Digital Business and E-Commerce (Part Two)</b>

	<p>Students will continue with the chapter through the discovery of digital business opportunities (Drivers of digital technology adoption; cost/efficiency drivers; competition drivers) and Risks and Barriers to consumer adaptation to the Internet. (pp. 28-40)</p> <p>Expected result no. 1.</p>
<b>III</b>	<p><b>E-commerce opportunity analysis</b></p> <p>After completing this chapter, students should be able to: Complete an online market analysis to assess competitor, customer and intermediary use of digital technologies and media as part of strategy development; Identify key business models and markets for digital communications and commerce; evaluate the effectiveness of business and revenue models for online businesses, especially digital start-ups. (pp. 41-76)</p> <p>Expected result no. 1 and 2.</p>
<b>IV</b>	<p><b>Management of digital business infrastructure</b></p> <p>After completing this chapter, students should be able to: - Define the range of digital technologies used to build a digital business infrastructure within an organization and with its partners; - Review the management approaches necessary to maintain the quality of service for users of digital platforms (pp. 77 - 125)</p> <p>Expected result no. 1, 2 and 3.</p>
<b>V</b>	<p><b>E-environment (part one)</b></p> <p>After completing this chapter students should be able to identify the various elements of an organization's macro-environment that influence an organization's digital business and digital marketing strategy: Privacy and trust in e-commerce; Data protection; Advertising on the Internet; Protection of intellectual property; The dangers of e-mail. (pp. 127-154)</p> <p>Expected result no. 1, 2 and 3.</p>
<b>VI</b>	<p><b>E-environment (part two)</b></p> <p>After completing this chapter students should be able to appreciate the role of macroeconomic factors such as the economy, government digital business policies, taxes and legal restrictions (154-174).</p> <p>Expected result no. 1, 2 and 3.</p>
<b>VII</b>	<p><b>Digital business strategy (part one)</b></p> <p>After completing this chapter, students should be able to follow an appropriate digital business strategy process model: define digital business strategy; Strategic analysis of resources and processes; Analysis of the competitive environment, Assessment of competitive threats; defining strategic objectives (pp. 177-217).</p> <p>Expected result no. 1, 2, 3 and 4.</p>

VIII	<p><b>Digital business strategy (part two)</b></p> <p>After completing this chapter students should be able to outline alternative strategic approaches to achieve digital business: Digital business channel priorities; Market and product development strategies; Positioning and differentiation strategies; Business, service and revenue models; Restructuring of the market; Supply chain management skills; Internal knowledge management skills; Organizational resources and capabilities (pp. 217-247).</p> <p>Expected result no. 1, 2, 3, 4 and 5.</p>
IX	<p><b>Digital Marketing (Part 1)</b></p> <p>After completing this chapter, students should be able to define digital marketing, design digital marketing planning, perform situational analysis (qualitative customer demand analysis, competitive analysis, and intermediary or influencer analysis (pp. 323 - 350)</p> <p>Expected result no. 1, 2, 3, 4, 5 and 6.</p>
X	<p><b>Digital Marketing (Part 2)</b></p> <p>After completing this chapter students should be able to define target market strategies, Content Strategy, Focus on Digital Media Communications Characteristics, Interactivity, Intelligence, Individualization, Integration, Industry Restructuring, Location Independence, Tactics, product, Focus on Internet Branding (pp. 350-386).</p> <p>Expected result no. 1, 2, 3, 4, 5 and 6.</p>
XI	<p><b>Customer relationship management (part one)</b></p> <p>After completing this chapter, students should be able to define the marketing applications of CRM; What is e-CRM; Benefits of e-CRM; Customer engagement strategy; Customer profiling; Online purchase process; Customer acquisition management; Marketing communications to customers; Characteristics of interactive marketing communications; Focus on social media and social CRM strategy (pp. 387 - 435).</p> <p>Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
XII	<p><b>Customer relationship management (part 2)</b></p> <p>After completing this chapter, students should be able to define customer retention management; Focusing on Excellence in e-commerce service quality; Improving the quality of the online service (Reliability; Responsiveness; Tangible materials; Security; Empathy); Customer expansion; Technological solutions for CRM; Types of CRM applications; Data quality (pp. 436-465).</p> <p>Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
XIII	<p><b>Marketing Channels: Delivering Customer Value</b></p>

	<p>In this lecture, the supply chain, the importance of marketing channels, the number of levels of marketing channels, vertical and horizontal marketing systems, multi-channel distribution systems, marketing channel modeling decisions, management decisions will be presented. marketing channel, product distribution decisions as well as marketing logistics and supply chain management.</p> <p>Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
<p><b>XIV</b></p>	<p><b>Advertising and public relations. Individual selling and sales promotion. Direct and online marketing</b></p> <p>In this lecture, the topics about setting the objective, budget, advertising strategy and return on investment for advertising will continue. The role and relations with the public will be discussed, including the main instruments. Individual selling, the role and management of the sales force, the rapid growth of sales promotion, program design and key tools will be complementary topics of this lecture.</p> <p>Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
<p><b>XV</b></p>	<p><b>Project Presentation: Digital Business Plan</b></p> <p>In this lesson, the students are obliged to, together with the members of the group to which they belong, present the parts of the project in which they have contributed. In addition, students of the entire group have the right to ask questions or give their opinion regarding the presented projects. Students who present must be prepared to return correct answers to the questions presented.</p> <p>Expected result no. 1, 2, 3, 4, 5, 6 and 7.</p>
<p><b>Academic policy and the code of conduct:</b></p>	
<p>The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues and University staff, keeping calm and actively engaging in lectures and exercises is mandatory. During the hours of lectures and exercises, eating, whispering that interferes with class work and the use of mobile phones are PROHIBITED. At the same time, cell phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized exam aids, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the submitted work, the teacher has the right to ask the student to verify his/her work. This can be done through: repetition of work, written or oral testing, unexpected quiz or any other action deemed necessary by the lecturer.</p>	