

<b>Study program:</b> Finance, accounting and banking,			
<b>Course name:</b> Knowledge management			
<b>Professor:</b> Jelena V. Krstic, PhD			
<b>Subject status:</b> elective course			
<b>ECTS:</b> 5			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b>			
<p>Aim of the course is for students to understand the importance of individual and collective knowledge in organizations, with special emphasis placed on entrepreneurially oriented entities. The focus is on phenomenon of knowledge as one of the most important resources of a business system. Entrepreneurial organization no longer doubt the importance of management based on knowledge, but look for ways to enhance, reexamine organizations, create new relations with stakeholders, enhance employee and external partners' motivation, build interpersonal relationships, socialization and develop employees' skills important for distribution of knowledge. Another important aim is for students to master certain terminology: knowledge management, a learning organization, emotional intelligence, intellectual capital. Students will also accept the importance of use of information technology as an important prerequisite of knowledge transfer and retention. Moreover, students will learn that intellectual assets become an ever more important entity in relation to material assets which is proved by numerous examples of successful companies all around the world.</p>			
<b>Course outcomes</b>			
<b>Content of the course</b>			
<i>Theoretical lectures</i>			
New role of information system in an enterprise. Organizational changes in a digital enterprise. Basic concepts of e-business. Information-technological infrastructure of an e-business. Basic e-business models (B2B, B2C, C2C, B2G, etc.). Internet technology as a support to e-business. E-trade – models and solutions. E-marketing – forms and characteristics. E- management (e-government) – e-business operations of public and state institutions with economy and citizens. E- banking (payment system, credit cards, e-money). E-stocks. Security in e-business (risks, coding, electronic and digital signature). E-payment operations. E-insurance. E-business in tourism and hospitality. M-business.			
<i>Practical course work</i>			
Analysis of contemporary models of e-business. Analysis of and performing practical tasks on systems for electronic business operations in different areas (trade, marketing, state management, banking, stock exchange, insurance, tourism, hospitality, etc). E-business examples (examples of enterprises in developed countries).			
<b>Literature</b>			
<ul style="list-style-type: none"> <li>• Станкић, Р. <i>Електронско пословање</i>, ИСБН: 978-86-403-0988-2, ЦИД Економски факултет у Београду, 282 стр. 2009.</li> <li>• <i>Електронско пословање</i>, материјали за наставу, веб сајт Економског факултета у Краг.</li> <li>• Јовановић, Р., Миловановић, С. <i>Управљање електронским пословањем</i>, ИСБН 978-86-85099-72-4, Економски факултет у Нишу, 186 стр. 2008.</li> <li>• Васковић, В., <i>Системи плаћања у електронском пословању</i>, ФОН, Београд, 424 стр. 2007.</li> <li>• Кончар Ј., <i>Електронска трговина</i>, Економски факултет, Суботица, 408 стр. 2008.</li> </ul>			
<b>Total number of active teaching classes</b>	<b>Lectures:</b> 30	<b>Practical course work:</b> 45	
<b>Teaching methods</b>			
Lectures, case analysis, discussions, practical computer exercises and tasks			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	Points	<b>Final exam</b>	Points
Active participation in lecture classes	5	Written exam	/
Active participation in practical course work	5	Oral exam	45
Colloquium 1	30	.....	
Colloquium 2	/		
Term paper(s)	15		