



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business Informatics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PINF	1.7. Year of Study	First						
1.4. Course Code	CM19105	1.8. Semester	First / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Class Activities</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>10</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Class Activities	Total hours	Lectures	10	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Class Activities	Total hours								
Lectures	10								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Oliver Hip	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	College Professor	2.8. Teaching Rank
2.4. Contact e-mail	oliver.hip@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	<p>The main purpose of the <i>Business Informatics</i> course is to give insight into the contemporary possibilities of using information communication technologies in business via the Internet, as well as showing, on examples, how business is changing when using these new possibilities.</p> <p>The goal is to prepare students for independent and advanced work with/on a personal computer with the help of the Microsoft operating system and Office Tools, and in that way making the knowledge of how the Internet works and how to search for available databases on the Internet possible.</p>
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes

- LO1: Define the role of information technology in business
- LO2: Name and describe the information infrastructure while using information technology
- LO3: Describe information technology and to focus on the possible risks
- LO4: Use Microsoft Word to create documents
- LO5: Use Microsoft Excel to graphically organize data
- LO6: Find, collect and discuss electronically available data via the Internet
- LO7: Independently create a complex presentation on a given topic and to present it in a pictorial or graphical format for professional use (Microsoft Powerpoint)

3.4. Course Content

LECTURES – goals 1,2,3

- 1 THE ROLE OF INFORMATION TECHNOLOGY IN BUSINESS – 1 class (lecture)
(Informatics and the contemporary world, the information crisis, the risks of using information technology in business) – goal 1
- 2 INFORMATION TECHNOLOGY AS INFRASTRUCTURE – 4 classes (lectures)
(Hardware – 1 class/lecture, Software – 1 class/lecture, Data – 1 class/lecture, computer networks and the Internet – 1 class/lecture) – goal 2
- 3 THE USE OF INFORMATION TECHNOLOGY IN BUSINESS – 5 classes (lectures)
(Information systems – 3 classes/lectures, Electronic business communication – 1 class/lecture, Misuse of information technology and information security – 1 class/lecture) – goal 3

EXERCISES – OUTCOMES (GOALS) 4,5,6,7

Exercises enable students to acquire the basics of the information literacy skills and to master working with/on a personal computer, which will serve as a base for further studies. Exercises are done primarily on personal computers supported by a specific programme. The tools used while doing exercises are adapted to the user's dynamics: Windows 8.1, Microsoft Word 2016, Microsoft Excel, Microsoft Powerpoint and Internet services.

3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper
	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.

3.6. Course Language

Croatian Language

3.7. Student Obligations

Attending lectures and exercises regularly. Taking exams, using provided literature and doing exercises as instructed by the teacher (professor).

3.8. Monitoring Student

1	Class Attendance		Written Exam	0,5	Seminar Paper	2	Preliminary Exam(s)		Project
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Work and ECTS	Activities in Class	Oral Exam	Presentation	Essay	0,5	Misc. (exercises on computer)
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3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance	5
2. Doing exercises on computer	15
3. Preliminary exam (theory)	30
4. Preliminary exam (practical part)	20
5. Seminar paper	10
6. Delivering a presentation	10
7. Oral exam	10
Total Points	100

3.10. Obligatory Literature

1. Vukšić, V.B., Pejić Bach, M. i ostali (2012). *Poslovna informatika*, 2. izmijenjeno izdanje, Element, Zagreb.
2. Varga, M., Ćurko, K. (urednici) (2007). *Informatika u poslovanju*, Element, Zagreb.

3.11. Supplementary Literature

1. Turban E., Lee J.K., King D., McKay J., Marshall P. (2008). *Electronic Commerce 2008*, 5/E, Prentice Hall.
2. Šimović, V. (2009). *Uvod u informacijske sustave*, Golden marketing, Zagreb.
3. Laudon, K. C., Laudon, J. P. (2005). *Essentials of Business Information Systems*, Prentice Hall.
4. Panian, Ž. (2003). *Odnosi s e-klijentima u e-poslovanju*, Sinergija, Zagreb.
5. Panian, Ž. (2002). *Izazovi elektroničkog poslovanja*, Narodne novine, Zagreb.
6. Ikić, Z., Gvozdrenović, T. (2004). *Internet, e-mail, Web – kako koristiti*, Pro-mil, Varaždin.
7. Čerić, V., Varga, M. (2004). *Informacijska tehnologija u poslovanju*, Element, Zagreb.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires