COURSE PLAN

Course title	**Business informatics**
Aims of the course	This course aims to illuminate the vital alignment between business and IT strategies, highlighting the reliance of companies on data, digital technology, and mobile devices in the contemporary landscape of on-demand and sharing economies. With a focus on providing students across business disciplines with a solid foundation in digital technology concepts and terminology, our objective is to underscore IT's pivotal role in enhancing business sustainability, profitability, and global growth.
Learning outcomes	Through exploration of technology concepts and terminology, students will develop into discerning IT users, understanding its critical support for improving business performance through technology, business processes, and people. After completing the course, students will be familiar with basic and advanced information technologies, business information system applications, their development and management.
List of topics/name of the lecturer (including visiting lecturers and experts where applicable)	1. **Digital Transformation Disrupts Companies, Competition, and Careers Locally and Globally** / Sunčica Vuković, PhD 2. **Information Systems, IT Infrastructure, and the Cloud** / *TBD* 3. **Networks and the Internet of Things (IoT)** / Sunčica Vuković, PhD *4.* **Data Management, Data Warehouses, and Data Governance /** *Guest lecture, TBD* 5. **Business Intelligence, Data Science, and Data Analytics** / Sunčica Vuković, PhD 6. **Social Media and Semantic Web Technology /** Sunčica Vuković, PhD 7. **Software development and IT project management** / *Guest lecture, Ivan Bošković, IT expert*

	8. **Functional Business Systems & Enterprise Systems** / Sunčica Vuković, PhD 9. **Artificial Intelligence /** Sunčica Vuković, PhD
Week I	Introduction to the course, prof. Vujica Lazović
Week II	Digital Transformation Disrupts Companies, Competition, and Careers Locally and Globally (L) / Word 1 (E)
Week III	Information Systems, IT Infrastructure, and the Cloud (L) / Word 2 (E)
Week IV	Networks and the Internet of Things (IoT) (L) / Excel 1 (E)
Week V	Data Management, Data Warehouses, and Data Governance (L) / Excel 2 (E)
Week VI	Business Intelligence and Data Science (L) / Excel 3 (E)
Week VII	Data Analytics (L) / Practical project 1 (E)
Week VIII	Social Media and Semantic Web Technology (L) / Practical project 2 (E)
Week IX	Artificial Intelligence (L) / Practical exam preparation – mock exam (E)
Week X	**Practical exam**
Week XI	Software development (L) / Practical project 3 (E)
Week XII	**Make-up practical exam**
Week XIII	Functional Business Systems & Enterprise Systems (L) / Review of the practical exam (E)
Week XIV	Assignment presentations and debate (L+E)
Week XV	Assignment presentations and debate (L+E)
Mandatory readings	1. Turban, E. Pollard, C. & Wood, G. (2021). IT for Management: On-Demand Strategies for Performance, Growth, and Sustainability. Wiley 2. Gallaugher, J. (2024). Information systems: A Manager's guide to harnessing technology. Flat World Knowledge. 3. Lecture handouts 4. Guest lecturers' materials and handouts
Semestral assessment	Test – practical exam (Word+Excel project): 30 points Assignments and in-class activities: 30 points Final exam: 40 points
List of lecturers (academic)	Prof. Vujica Lazović, PhD Sunčica Vuković, PhD

Name of the course coordinator	Prof. Vujica Lazović, PhD
List of visiting lecturers (experts), (where applicable)	Ivan Bošković, IT expert (IT Advanced Services) IT systems expert, TBD Database and Data Governance expert, TBD