

<b>Study program: Basic Geoinformatics</b>			
<b>Name of subject: Application of GIS in business</b>			
<b>Teacher : <a href="#">Dr Uglješa Stankov</a></b>			
<b>Course Status: Required</b>			
<b>ECTS Number: 7</b>			
<b>Condition: none</b>			
<b>Course objectives</b>			
Mastering the use of geographic information systems (GIS) in business activities.			
<b>Outcome of the course</b>			
Students will gain the ability to understand how GIS can be used in solving problem situations in primary, secondary, tertiary branches of the economy. Students will be able to properly assess the costs and benefits of implementing GIS in business organizations and make more effective decisions based not only on the characteristics of the entities, but also on their location.			
<b>Course content</b>			
<i>Theoretical classes</i>			
GIS and Digital Economics. Existing information systems and GIS. GIS as a tool to help in decision-making in organizations – market research, analysis of turnover areas, demographic characteristics of the market, analysis of competition and consumer satisfaction, optimization of branch operation and prevention of business losses Spatial systems for decision support. Spatial systems of business intelligence. Application of GIS in large enterprises – resource planning, customer relationship management, supply chain management and storage management. Development of spatial systems of organizations – phase of planning, analysis, design, implementation and maintenance and control. Cost-benefit analysis of investing in GIS. Examples from primary, secondary and tertiary branches of the economy. GIS and Business Strategy and Ethics.			
<i>Practical classes</i>			
Analysis of trade areas and creation of reports with <i>ESRI Business Analyst Online</i> and <i>Maptitude</i> software. Analysis of the business environment with <i>ESRI Business Analyst Desktop</i> . Analysis of trade area and site selection with and without consumer data. Management of sales areas and route optimization. Consumer profiling and segmentation with <i>ESRI Business Analyst Desktop Segmentation Module</i> . Sharing data in the organization. Practical training is realized through the analysis of selected case studies and/or through the performance of professional practice in the selected company.			
<b>Literature</b>			
<ol style="list-style-type: none"> <li>1. Manić, E. (2010). Geographic Information Systems and Spatial Analysis in Trade. Faculty of Economics, University of Belgrade, Belgrade.</li> <li>2. Pick, J. B. (2008). Geo-Business: GIS in the digital organization. John Wiley &amp; Sons, Hoboken.</li> <li>3. Pick, J. B. (2005). Geographic Information Systems in Business. Idea Group Publishing, Hershey.</li> <li>4. Miller, F. L. (2011). Getting to Know ESRI Business Analyst. ESRI Press, Redlands.</li> <li>5. Jovanović, V., Đurđev, B., Srdić, Z., Stankov, U. (2012): Geographic Information Systems. University of Novi Sad, Faculty of Natural Sciences and Mathematics; Singidunum University; Novi Sad; Belgrade.</li> </ol>			
<b>Number of active teaching hours:</b> <b>6(90)</b>	<b>Theoretical Teaching: 4</b>	<b>Practical classes: 2</b>	
<b>Teaching methods</b>			
Frontal teaching through multimedia presentations. Individual and group work on the computer. Independent practical work			
<b>Proficiency assessment (maximum number of points 100)</b>			
<b>Pre-examination obligations</b>	Points	<b>Final exam</b>	Points
activity during the lecture	<b>0-5</b>	Written exam	
Practical classes	<b>0-5</b>	Oral ISPT	<b>30-45</b>
colloquium	<b>0-5</b>	.....	
Seminars	<b>20-40</b>		