Course Unit Descriptor

Study Programme: Engineering Management

Course Unit Title: Business Productivity Tools

Course Unit Code: IM1118

Name of Lecturer(s): Uglješa Marjanović

Type and Level of Studies: bachelor

Course Status (compulsory/elective): elective

Semester (winter/ summer): summer

Language of instruction: english

Mode of course unit delivery (face-to-face/distance learning): face-to-face

Number of ECTS Allocated: 5

Prerequisites: none

Course Aims:.

The goal of course Business Productivity Tools is (1) developing and strengthening the components of digital technology in work processes, (2) integration of knowledge about the possibilities of process imrovement using digital tools 2.0 generation and understanding of the application of digital tools in the area of planning, design, development and research of new products and services, (3) understanding the impact of business prductivity on the overall productivity enterprises. The goal of this course is to complement and integrate digital technology component which is necessary for engineers in development and collaboration.

Learning Outcomes:

Students who take the course and pass the exam are able to: (1) identify business productivity tools that are used in comapny, (2) apply business productivity tools in the enterprise, and (3) participate in the implementation of the strategy of the company from the position of engineers who participate from manager or analyst position. Students will be trained to work in a virtual environment with the use of tools needed for today's engineer such as: WebEx , Moodle Learning Community and other tools for group collaboration.

Syllabus.

Introduction: Digital productivity. Major changes in productivity: Technologies that improve Productivity. Internet and Productivity: 2.0 tools and applications. Types of Productivity: Manufacturing and Business Productivity, Labor Productivity, Multifactor Productivity. Cooperation and Productivity: Computer-based technologies and methods for improving group work. Learning and transfer of knowledge in the industry: tools, platforms and systems. Examples from practice: WebEx, Salesforce/CRM, Moodle and Learning Community.

Required Reading:

Relevant literature in English, tbd

Weekly Contact Hours:2	**Lectures: 3**	**Practical work: 0**

Teaching Methods:

Classes include lectures with examples of tools, different strategies and selection and evaluation of applied tools. Lectures in part are delivered by experienced executives of enterprise function or whole enterprises in the role of guest lecturers. On exercises, group work is encouraged, analysis of various business productivity tools is performed and display and analysis of current multimedia files. Part of the exercise is performed on computers.

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	**Final exam**	points
Attendance			
Computer exercises			
Tests (4x)			