




# SYLLABUS – E-COMMERCE

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BACHELOR OF BUSINESS ADMINISTRATION

ODD SEMESTER – 2023/2024

Sekolah Tinggi Manajemen IPMI  
JALAN RAWAJATI TIMUR I/1, KALIBATA, JAKARTA SELATAN

 <p>ipmi INTERNATIONAL BUSINESS SCHOOL</p>	<b>SEKOLAH TINGGI MANAJEMEN IPMI – BACHELOR OF BUSINESS ADMINISTRATION</b>				<b>DOCUMENT CODE</b>
<b>SYLLABUS</b>					
<b>COURSE</b>	<b>CODE</b>	<b>Subject Classification</b>	<b>Credits</b>	<b>SEMESTER</b>	<b>Date of Development</b>
<b>E-commerce</b>	<b>CBC 342</b>	<b>E-commerce</b>	<b>4 (four)</b>	<b>III</b>	<b>August 2023</b>
<b>AUTHORIZATION</b>	<b>Course Developer</b>		<b>Course Coordinator</b>		<b>Head of BBA Program</b>
	<b>Sasotya Pratama</b>		<b>Sasotya Pratama</b>		<b>Liza Agustina Maureen Nelloh</b>
<b>Learning Outcomes</b>	<b>BBA Graduates</b> <p>The E-commerce course is one of the main course in BBA, as its reflects the most important aspect of managing e-commerce as tools for achieving competitive advantage and organization’s performance. The course’s pedagogy emphasizes student cognitive awareness and the ability to analyse, synthesize, and evaluate e-commerce business. While there is a strong data and conceptual foundation in the textbook used, the course also seeks to engage student interest with lively teaching about e-commerce businesses and the transformation of business models at traditional firms.</p>				
<b>Learning Outcomes</b>	<b>CPL – E-commerce</b>				
	<b>CPL1(Pengetahuan)</b>	<ul style="list-style-type: none"> <li>• Students master the concept of e-commerce in corporations as well as in small businesses</li> <li>• Students master the concept of B2C commerce, B2B commerce, content and social media, and mobile commerce</li> </ul>			
	<b>CPL2 (Ketrampilan Umum)</b>	<p>Students are able to apply logical, critical, systematic, and innovative thinking in the context of the development or implementation of science and technology that pays attention to and applies e-commerce as a tool in accordance with management and business science.</p>			

CPL3 (Ketrampilan Khusus)	<ul style="list-style-type: none"> <li>• Students are able to implement and manage e-commerce systems and configurations, including mobile commerce and social media</li> <li>• Students are able to envisage the e-commerce trends and development</li> </ul>
<b>Course Learning Outcome</b>	
CPMK1	Understand the foundations of e-Commerce
CPMK2	Understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce
CPMK3	Understand the business models for online and ‘bricks-and-clicks’
CPMK4	Understand the Internet technology that drives E-commerce
CPMK5	Understand the business models and strategies of both online companies and established business now employing “bricks-and-clicks” business models. Understand why some e-commerce firms fail and the strategic, financial, marketing, and organizational challenges they face.
CPMK6	Understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications
CPMK7	Understand the social implications of Internet to the society
CPMK8	Understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications.
<b>Specifically, after taking this course, students are expected to</b>	
Sub-CPMK1	Demonstrate basic skills in using e-commerce.
Sub-CPMK2	Demonstrate basic skills for identifying infrastructures required to launch an e-commerce service
Sub-CPMK3	Demonstrate basic skills for building an e-commerce presence
Sub-CPMK4	Demonstrate basic and advance knowledge of e-commerce security and payment systems
Sub-CPMK5	Demonstrate basic and advance knowledge of e-commerce business models
Sub-CPMK6	Demonstrate basic and advance knowledge of e-commerce digital marketing as well as advertising strategies and tools
Sub CPMK7	Demonstrate basic and advance knowledge of social and mobile marketing
Sub CPMK8	Demonstrate basic and advance knowledge of ethical, social, and political issues in E-commerce

	Sub CPMK9	Demonstrate basic and advance knowledge of online industries											
	Sub CPMK10	Demonstrate basic and advance knowledge of online communities											
	Sub CPMK11	Understand the social networks and online communities from a practitioner’s perspectives											
	Sub CPMK12	Demonstrate basic skills in analyzing the viability of online firms											
	<b>Correlation between BBA Learning Outcome and Course Learning Outcome</b>												
		Sub CPMK											
		1	2	3	4	5	6	7	8	9	10	11	12
	CLP1	V	V	V	V	V	V			V	V	V	V
	CLP2	V	V			V	V	V	V	V			V
	CLP3			V				V	V				V
<b>Course Short Description</b>	<p>The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. To really understand e-commerce, business students must understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce. These three themes permeate all aspects of e-commerce, and therefore the students will be guided to explore the business, technological, and social aspects in each session of the course. Given the continued growth and diffusion of e-commerce, all students must also understand the basic economic and business forces driving e-commerce.</p> <p>The course emphasizes the three major driving forces behind e-commerce: business development and strategy, technological innovations, and social controversies and impacts. Each of these driving forces is represented in every session in 16 weeks class meeting. The course utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points. Guests from the entrepreneur and business communities participate as well, as appropriate.</p> <p>Throughout the course, we survey, critique, and evaluate the key ideas in e-Commerce and its contexts.</p>												
<b>Course Contents</b>	Session 1 / Week 1	Introduction to E- Commerce											
	Session 2 / Week 1	Introduction to E- Commerce											
	Session 3 / Week 2	E-Commerce Infrastructure: Technology, Infrastructure, and Services											
	Session 4 / Week 2	E-Commerce Infrastructure: Technology, Infrastructure, and Services											

	<p>Session 5 / Week 3          Session 6 / Week 3          Session 7 / Week 4          Session 8 / Week 4          Session 9 / Week 5          Session 10 / Week 5          Session 11 / Week 6          Session 12 / Week 6          Session13 / Week 7          Session14 / Week 7          Week 8          Session15 / Week 9          Session16 / Week 9          Session17 / Week 10          Session18 / Week 10          Session19 / Week 11          Session20 / Week 11          Session21 / Week 12          Session22 / Week 12          Session23 / Week 13          Session24 / Week 13          Session25 / Week 14          Session26 / Week 14          Session27 / Week 15          Session28 / Week 15          Week 16</p>	<p>Building an E-Commerce Presence          Building an E-Commerce Presence          E-Commerce Security and Payment Systems          E-Commerce Security and Payment Systems          E-commerce business strategy          E-commerce business strategy          E-commerce marketing and advertising          E-commerce marketing and advertising          Social, mobile, and local marketing          Social, mobile, and local marketing          Mid Term          Ethics, Law, and E-commerce          Ethics, Law, and E-commerce          Online media          Online media          Online communities          Online communities          Guest Lecturer (company visit)          Guest Lecturer (company visit)          E-commerce retailing and services          E-commerce retailing and services          B2B E-commerce          B2B E-commerce          Final Presentation (by students)          Final Presentation (by students)          Final Examination</p>
<b>References</b>	<p><b>Main References :</b>          (1) E-Commerce 2020/2021: business. technology. society, Kenneth C. Laudon, Carol G.Traver, Pearson, 16th Edition, 2020/2021 (EC-LAU).</p>	

	<b>Supporting:</b> (1) Electronic Commerce: A Managerial and Social Networks Perspective, Efraim Turban, et all (Springer Texts in Business and Economics) 8th Edition, 2015
<b>Lecturer(s)</b>	Sasotya Pratama
<b>Prerequisite Course</b>	

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	<ul style="list-style-type: none"> <li>Understand the foundations of e-Commerce</li> <li>Understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce</li> <li>Understand the business models for online and 'bricks-and-clicks'.</li> </ul>	<p>Understand the concept and process of e-commerce</p> <p>Understand the role of e-commerce and Internet technology to innovation</p> <p>Demonstrate basic skills in using e-commerce</p>	Critical reflection, taking notes, raise questions and be in the discussion on the important of e-commerce	120 Min Online F2F 30 Min Q/A and Group Discussion	n/a	Introduction to E-Commerce (EC-LAU ch. 1)	<b>F2F Discussion</b>
2	<ul style="list-style-type: none"> <li>Understand the relationship among e-commerce business</li> </ul>	Understand the evolution of Internet, the key technology	Critical reflection, taking notes, raise	120 Min Online F2F 30 Min Q/A and Group Discussion	n/a	E-Commerce Infrastructure: Technology,	<b>F2F Discussion</b>

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	concern, Internet technology, and the social and legal context of e-commerce <ul style="list-style-type: none"> <li>Understand the Internet technology that drives E-commerce</li> </ul>	concept, mobile platform and cloud computing, and the future Internet  Demonstrate basic skills for identifying infrastructures required to launch an e-commerce service.	questions and be in the discussion			Infrastructure, and Services (EC-LAU ch. 2)	
<b>3</b>	<ul style="list-style-type: none"> <li>Understand the business models and strategies of both online companies and established business now employing “bricks-and-clicks” business models. Understand why some e-commerce firms fail and the strategic, financial, marketing, and organizational challenges they face</li> </ul>	Understand the e-commerce presence: the idea, the money, the content, and the target audience.  Demonstrate basic skills for building an e-commerce presence.	Critical reflection, taking notes, raise questions and be in the discussion	120 Min Online F2F 30 Min Q/A and Group Discussion	n/a	Building an E-Commerce Presence (EC-LAU ch. 3)	F2F Discussion

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	<ul style="list-style-type: none"> <li>Understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications</li> </ul>						
4	<ul style="list-style-type: none"> <li>Understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce</li> <li>Understand the business models for online and 'bricks-and-clicks'.</li> </ul>	<p>Understand the security environment and security threats in the e-commerce environment</p> <p>Understand management policies, business procedures, and public laws</p> <p>Understand basic e-commerce payment systems</p> <p>Demonstrate basic and advance knowledge of</p>	Critical reflection, taking notes, raise questions and be in the discussion	120 Min Online F2F 30 Min Q/A and Group Discussion	n/a	E-Commerce Security and Payment Systems (EC-LAU ch. 4)	F2F Discussion



Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		e-commerce security and payment systems.					
5	Understand the business models and strategies of both online companies and established business now employing “bricks- and-clicks” business models.	<p>Understand the e-commerce business model, including B2B and B2C models</p> <p>Understand how e-commerce changes business: strategy, structure, and process</p> <p>Demonstrate basic and advance knowledge of e-commerce business models</p>	Analytical thinking Problem Solving Communication, Critical reflection, taking notes, raise questions and be in the discussion	60 min group discussion, 60 min group presentation 30 Min Q/A key principles of interview strategy	n/a	E-commerce business strategy (EC-LAU ch. 5)	Presentation Group Discussion
6	Understand the business models and strategies of both online companies and established business now employing “bricks- and-clicks” business models.	Understand the digital commerce marketing and advertising strategies and tools	Critical reflection, taking notes, raise questions and be in the discussion	120 Min Online F2F 30 Min Q/A and Group Discussion	n/a	E-commerce marketing and advertising (EC-LAU ch. 6)	Presentation Group Discussion

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		<p>Understand the costs and benefits of online marketing</p> <p>Demonstrate basic and advance knowledge of e-commerce digital marketing as well as advertising strategies and tools</p>					
7	<ul style="list-style-type: none"> <li>Understand the social implications of Internet to the society</li> <li>Understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications</li> </ul>	<p>Understand the fundamentals of social, mobile, and local marketing</p> <p>Understand impacts of Internet to the society</p> <p>Understand Local and location-based mobile marketing</p>	<p>Critical reflection, taking notes, raise questions and be in the discussion</p>	<p>120 Min Online F2F 30 Min Q/A and Group Discussion</p>		<p>Social, mobile, and local marketing (EC-LAU ch. 7)</p>	<p>Discussion and Quizes</p>

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		Demonstrate basic and advance knowledge of social and mobile marketing					
8	Mid Term Exmination						
9	<ul style="list-style-type: none"> <li>Understand the business models and strategies of both online companies and established business now employing “bricks-and-clicks” business models.</li> <li>Understand the social implications of E-commerce to the society</li> </ul>	Understand the online content  Understand the online publishing and entertainment industries  Demonstrate basic and advance knowledge of online industries	Critical reflection, taking notes, raise questions and be in the discussion	120 Min Online F2F 30 Min Group Discussion and Quizez		Online media (EC-LAU ch. 9)	Group Discussion Quizes
10	INNOLAB session						
11	<ul style="list-style-type: none"> <li>Understand the business models and strategies of both online companies and established business now employing “bricks-</li> </ul>	Understand the social networks and online communities	Critical reflection, taking notes, raise questions and be in the discussion	120 Min Online F2F 30 Min Group Discussion		Online communities (EC-LAU ch. 10)	Group Discussion and mini presentation

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	<p>and-clicks” business models.</p> <ul style="list-style-type: none"> <li>understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications</li> <li>understand the social implications of E-commerce to the society</li> </ul>	<p>Understand online auctions and E-commerce portals</p> <p>Demonstrate basic and advance knowledge of online communities</p>					
12	<ul style="list-style-type: none"> <li>Guest lecture (or company visit)</li> <li>understand the rapid growth of the mobile platform, the emergence of cloud computing, new open source software tools and applications</li> </ul>	<p>Understand the online retail sectors</p> <p>Understand trends in supply chain management and collaborative</p> <p>Demonstrate basic skills in analyzing the viability of online firms</p>	<p>Critical reflection, taking notes, raise questions and be in the discussion</p>	<p>90 Min Online F2F</p> <p>30 Presentation</p> <p>60 Min Group Discussion</p>		<p>E-commerce retailing and services (EC-LAU ch. 11)</p>	<p>Group Discussion</p> <p>Presentation</p> <p>Quiz</p>

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	<ul style="list-style-type: none"> <li>understand the social implications of E-commerce to the society</li> </ul>						
13	<ul style="list-style-type: none"> <li>Understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce</li> <li>understand the business models for online and 'bricks-and-clicks'</li> </ul>	Understand the online B2B sectors  Understand trends in supply chain management and collaborative  Demonstrate basic skills in analyzing the viability of online firms	taking notes, raise questions and be in the discussion	100 Min Online F2F 30 Presentation 60 Min Group Discussion		E-commerce B2B services (EC-LAU ch. 12)	Presentation Group Discussion
14	<ul style="list-style-type: none"> <li>Understand the relationship among e-commerce business concern, Internet technology, and the social and legal context of e-commerce</li> <li>understand the rapid growth of the mobile</li> </ul>	Understand the ethical, social, and political issues in E-commerce  Understand privacy and information rights, Intellectual property rights, and public safety and welfare	Critical reflection, taking notes, raise questions and be in the discussion	90 Min Online F2F 30 Presentation 60 Min Group Discussion		Ethics, Law, and E-commerce (EC-LAU ch. 8)	Group Discussion

Week	Course Learning Outcome	Assessment		Learning Materials and Learning Methods [ Estimasi Waktu ]		References [ Pustaka ]	Grading (%)
		Indicator	Criterion and Techniques	Online	Offline		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	platform, the emergence of cloud computing, new open source software tools and applications.	Demonstrate basic and advance knowledge of ethical, social, and political issues in E-commerce					
15	Final Presentation		Presentation of the Special Project (from week 2)	120 Min Group Presentation 30 Min Q/A		All chapter (EC-LAU)	Group presentation
<b>16</b>	<b>Final Examination</b>						

