LESSON PLAN

Date/ Revision	February 15, 2016
Faculty	Business and Social Sciences
Approval	Dr. Samuel Prasetya

SUBJECT : E-COMMERCE

1. Identification of Subject:

Name of Subject	:	E-Commerce
Code of Subject	:	ECOM-1100
SKS/ECTS	:	2/3
Semester	:	2
Study Program	:	B-MGT/B-IBA/B-HTM/B-INR
Lecturer	:	• **Mr. Primadi W. Soerjosoemanto, MBA, MPP.**
		• **Ir. Widya Granita, MM**

2. Competency

After having the course, students are expected to:
- the students will have an overview of the most important methodological approaches and concepts of e-commerce and ICT Business.
- After completing the course, students will be able to describe the core aspects of e-commerce and able to illustrate, contrast, and apply the main concepts and theories of e-commerce
- Through the successful participation in this course students are able to recognize the basics of e-business and e-commerce in the ICT Industry landscape.
- Students are also able to discuss critically the role of a businessperson in

3. Description of Subject:

This Course connects theory with practice, incorporating the latest research findings to make e-commerce relevant and exciting to aspiring studentss**.** To make the connection between relevance and rigor more direct for students, It includes focused examples of a **e-business challenge** faced by a real e-business designed to help students understand and relate the course content to managerial practice.

An exploration of the issues facing global e-commerce ecosystem today.*E-Business and E-Commerce* explores the dynamic global environment of Information Communication and Technology Industry by exploring the political, legal, technological, competitive, and cultural factors that shape the ICT industry worldwide.

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The course contains current research, events, and global developments while exposing students to the recent trends that are affecting global leaders in today's hypercompetitive global environment.

4. Learning Approach

Approach : Combination of Expository - inquiry and colaborative
Method : Discussion, question answer, sample problem, group work
Student Task : Home work, presentation
Media : LCD projector, film.

5. Evaluation

a) Absence maximum : 25%
b) Participation in discussion : 5 points
c) Homework, Classwork : 5 points
d) Presentation, Simulation : 10 points
e) Daily Quiz : 20 points
f) Final Examination : 60 points
                        Total : 100 points

6. Book Reference:

- **Text Book:**
  Chaffey,Dave Digital Business and E-Commerce Management, 6th edition © Marketing Insights Limited 2015

7. Detail of Lecturing Activity (LESSON PLAN):

WEEK : **1**
Duration : 2x50 minutes
Topic : Introduction to E-Commerce

Sub-Topic:
- The impact of electronic communications on traditional businesses
- What is the difference between digital business and e-commerce?
- Digital business opportunities
- Business adoption of digital technologies for e-commerce and digital business
- Digital business risks and barriers to business adoption

Learning Outcomes of Lesson:
After completing this chapter, the reader should be able to:

- Define the meaning and scope of digital business and e-commerce and their different elements
- Summaries the main reasons for adoption of digital business and barriers that may restrict adoption
- Outline the ongoing business challenges of managing digital business in an organization, particularly
- online start-up businesses

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing E-commerce course objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • The impact of electronic communications on traditional businesses • What is the difference between digital business and e-commerce? • Digital business opportunities • Business adoption of digital technologies for e-commerce and digital business • Digital business risks and barriers to business adoption	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		
Reference	Text Book Chapter 1		

WEEK   : **2**
Duration   : 2 x 50 Minutes
Topic   : Digital Business Fundamentals

Sub-Topic:
- Online marketplace analysis
- Location of trading in the marketplace
- Business models for e-commerce

Learning Outcomes of Lesson:

After completing this chapter, the reader should be able to:

- Complete an online marketplace analysis to assess competitor, customer and intermediary use of digital technologies and media as part of strategy development
- Identify the main business and marketplace models for electronic communications and trading
- Evaluate the effectiveness of business and revenue models for online businesses, parcircularly online start-up businesses

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Fundamentals objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • Online marketplace analysis • Location of trading in the marketplace • Business models for e-commerce • Digital business risks and barriers to business adoption	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Paper Announcemet
Reference	Text Book Chapter 2		

WEEK : **3**

Duration : 2 x 50 Minutes
Topic : Digital Business Infrastructure

Sub-Topics:

- A short introduction to Internet technology
- Management issues in creating a new customer-facing digital service
- Web presentation and data exchange standards

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

- Outline the range of hardware and software technologies used to build a digital business infrastructure within an organization and with its partners
- Review the management actions needed to maintain service quality for users of digital platforms

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Infrastructure course objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • Outline the range of hardware and software technologies used to build a digital business infrastructure within an organization and with its partners • • Review the management actions needed to maintain service quality for users of digital platforms	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		
Reference	Text Book Chapter 3		

WEEK : **4**

Duration : 2 x 50 Minutes
Topic : Digital Business Environment

Sub-Topics:
- Social and legal factors
- Environmental and green issues related to Internet usage
- Taxation
- Economic and competitive factors
- Political factors
- E-government
  Technological innovation and technology assessment

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

- Identify the different elements of an organization macro-environment that impact on an organization's digital business and digital marketing strategy
- Assess the impact of legal, privacy and ethical constraints or opportunities on a company
- Assess the role of macro-economic factors such as economics, governmental digital business policies, taxation and legal constraints

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Environment objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • Social and legal factors • Environmental and green issues related to Internet usage • Taxation • Economic and competitive factors • Political factors • E-government • Technological innovation and technology assessment	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Reference	Text Book Chapter 4		

WEEK **: 5**

Duration : 2 x 50 Minutes
Topic : Digital Business Strategy

Sub-Topics:
- What is digital business strategy?
- Strategic analysis
- Strategic objectives
- Strategy definition
- Strategy implementation

Learning Outcomes of Lesson:
After completing this chapter, the students should be able to:
- Follow an appropriate strategy process model for digital business
- Apply tools to generate and select digital business strategies
- Outline alternative strategic approaches to achieve digital business

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Strategy class objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • What is digital business strategy? • Strategic analysis • Strategic objectives • Strategy definition • Strategy implementation	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Quiz on Submission
Reference	Text Book Chapter 5		

WEEK   : 6

Duration   : 2 x 50 Minutes
Topic   : Digital Value Chain Management

Sub-Topics:
• What is supply chain management?
• Options for restructuring the supply chain
• Using digital business to restructure the supply chain
• Supply chain management implementation

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

• Identify the main elements of supply chain management and their relationship to the value chain and value networks
• Assess the potential of information systems to support supply chain management and the value chain

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital value chain course objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • What is supply chain management? • Options for restructuring the supply chain • Using digital business to restructure the supply chain • Supply chain management	• Listening • Read The Book • Discuss Case Study	LCD & Laptop

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	implementation		
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Paper 1 Submission
Reference	Text Book Chapter 6		

WEEK : **7**

Duration : 2 x 50 Minutes
Topic : E-Procurement

Sub-Topics:
• What is e-procurement?
• Drivers of e-procurement
• Barriers and risks of e-procurement adoption
• Implementing e-procurement
• The future of e-procurement?

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

Identify the benefits and risks of e-procurement

• Analyze procurement methods to evaluate cost savings
• Assess different options for integration of organizations' information systems with e-procurement suppliers

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing E-procurement objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • What is e-procurement? • Drivers of e-procurement • Barriers and risks of e-	• Listening • Read The Book • Discuss Case Study	LCD & Laptop

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	procurement adoption • Implementing e-procurement • The future of e-procurement?		
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		
Reference	Text Book Chapter 7		

WEEK   : 9

Duration   : 2 x 50 Minutes
Topic   : Digital Marketing

Sub-Topics:
What is digital marketing?
• Digital marketing planning
• Situation analysis
• Objective setting
• Strategy
• Tactics
• Action

Learning Outcomes of Lesson:
After completing this chapter, the students should be able to:
• Assess the need for separate digital business and digital marketing strategies
• Create an outline digital marketing plan intended to implement the digital marketing strategy
• Distinguish between marketing communication characteristics of traditional and new media

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Marketing class objective and	Listening	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	expectations		
Delivery	Explain the sub topic below What is digital marketing? • Digital marketing planning • Situation analysis • Objective setting • Strategy • Tactics • Action	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Paper 2 Announcement
Reference	Text Book Chapter 8		

WEEK : **10**

Duration : 2 x 50 Minutes
Topic : E-CRM and Implementation

Sub-Topics:
What is e-CRM?
• Conversion marketing
• The online buying process
• Customer acquisition management
• Customer retention management
• Customer extension
• Technology solutions for CRM

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

• Which digital media should we invest in to reach new audiences?

• What are the practical success factors for using digital media need to make customer acquisition more effective?

• What technologies can be used to build and maintain the online relationship?

• How do we deliver superior service quality to build and maintain relationships?

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+62 85212318000   BSD City 15345
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Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing E-CRM class objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below What is e-CRM? • Conversion marketing • The online buying process • Customer acquisition management • Customer retention management • Customer extension • Technology solutions for CRM	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		
Reference	Text Book Chapter 9		

WEEK : **11**

Duration : 2 x 50 Minutes
Topic : Change Management

Sub-Topics:
The challenges of digital business transformation
• Different types of change in business
• Planning change
• Human resource requirements
• Revising organisational structures
• Approaches to managing change
• Risk management
• Towards the social business
• Risk management

Learning Outcomes of Lesson:
After completing this chapter, the students should be able to:
• Identify the different types of change that need to be managed for e-commerce

- Develop an outline plan for implementing e-commerce change
- Describe alternative approaches to organizational structure resulting from organizational change

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Change Management class objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below The challenges of digital business transformation • Different types of change in business • Planning change • Human resource requirements • Revising organisational structures • Approaches to managing change • Risk management • Towards the social business • Risk management	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		
Reference	Text Book Chapter 10		

WEEK : **12**

Duration : 2 x 50 Minutes
Topic : Implementation, Maintenance and Optimisisation

Sub-Topics:
Alternatives for acquiring digital business systems
- Development of web-based content and services
- Testing

- Changeover
- Content management and maintenance

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

- Produce a plan to minimize the risks involved with the launch phase of a digital business application
- Define a process for the effective optimization of a digital business system
- Create a plan to measure and improve the effectiveness of sell-side digital business applications using web analytics tools

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Implementation class objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • Alternatives for acquiring digital business systems • Development of web-based content and services • Testing • Changeover • Content management and maintenance	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Paper Submission
Reference	Text Book Chapter 11		

WEEK   : **13**

Duration   : 2 x 50 Minutes
Topic   : Digital Business Analysis and Design

Sub-Topics:
- Analysis for digital technology projects

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- Process modelling
- Data modelling
- Design for digital business

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

- Summarize approaches for analyzing requirements for digital business systems
- Identify key elements of approaches to improve the interface design and security design of e-commerce systems

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Digital Business Implementation class objective and expectations	Listening	Lecturing
Delivery	Explain the sub topic below • Analysis for digital technology projects • Process modelling • Data modelling • Design for digital business	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the student the next meeting material and give assignment to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's activity during the lesson and how they solve the problem		Quiz
Reference	Text Book Chapter 12		

WEEK   : 14

Duration   : 2 x 50 Minutes
Topic   : Guest Lecturer on Digital Business

Sub-Topics:
- Real Life Implementation of Digital Business on daily basis

Learning Outcomes of Lesson:

After completing this chapter, the students should be able to:

- Understand the digital business based on Real Life Implementation

- Able to provide solution on Digital Business Implementation

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Class Presentation objective and expectations	Listening	Lecturing
Delivery	Student hear a guest lecture from the Digital Business start up experts on how to run a Digital Business on day to day basis.	• Listening	LCD & Laptop
Closing	• Inform the students the next Group Presentation material to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's Presentation Performance		
Reference	Selected Case study on Digital Business		

WEEK   : 15

Duration   : 2 x 50 Minutes
Topic   : Case Study Presentation

Sub-Topics:
- Selected Case Study on Digital Business

Learning Outcomes of Lesson:
After completing this chapter, the students should be able to:
- Understand the digital business based on case by case implementation
- Able to provide solution on Digital Business Implementation

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing Class Presentation objective and expectations	Listening	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Delivery	Student present the selected Digital Business Case Study as well as the Question and Answer session afterwards.	• Listening • Read The Book • Discuss Case Study	LCD & Laptop
Closing	• Inform the students the next meeting material to the students	• Listening	Lecturing
Evaluation	• Evaluate the student's Presentation Performance		
Reference	Selected Case study on Digital Business		

WEEK   : 16

Duration   : 2 x 50 Minutes
Topic   : Study Visit to Digital Business Start Up
Sub-Topics:
• Real Life Implementation of Digital Business on daily basis

Learning Outcomes of Lesson:
After completing this chapter, the students should be able to:
• Understand the digital business based on Real Life Implementation
• Able to provide solution on Digital Business Implementation

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing on Digital Business Start Up Office	Listening	Lecturing
Delivery	Student hear a guest lecture from the Digital Business start up experts on how to run a Digital Business on day to day basis.	• Listening	LCD & Laptop
Closing	• Digital Business Start Up Office Tour	• Listening	Lecturing
Evaluation	• Evaluate the student's interest and behavior during the study		

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	trip.		
Reference	Selected Case study on Digital Business presentation		