SYLLABUS

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. Surjosoemanto, MBA, MPP.**
- **Ir. Widya Granita, MM**

2. Competency (Learning Outcome)

- At the end of the course 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.

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	:	Discussions, Questions/answers, Video , Sample problems/cases, Group works
Student Task	:	Home work, Presentation
Media	:	LCD projector , Speaker

5. Evaluation

Maximum absences	:	25%
Paper (Personal)	:	20 points
Presentation (Group)	:	20 points
Quizzes (Personal)	:	20 points
Final Examination	:	40 points
Total	:	100 points

6. Contents/ Topics of Lecturing:

Week	Topics	Content	Remark
1	Introduction to E- Business and E- Commerce	• 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	Chapter 1 Primadi WS
2	E-Commerce Fundamentals	• Online marketplace analysis • Location of trading in the marketplace • Business models for e-commerce	Chapter 2 Primadi WS Paper 1 Announcement
3	E-Business Infrastructure	• A short introduction to Internet technology • Management issues in creating a new customer-facing digital service • Web presentation and	Chapter 3 Widya Granita

Week	Topics	Content	Remark
		data exchange standards	
4	E- Business Environment	• 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	Chapter 4 Widya Granita
5	E-Business Strategy	• What is digital business strategy? • Strategic analysis • Strategic objectives • Strategy definition • Strategy implementation	Chapter 5 Widya Granita Quiz 1
6	Supply Chain Management	• What is supply chain management? • Options for restructuring the supply chain • Using digital business to restructure the supply chain • Supply chain management implementation	Chapter 6 Primadi WS
7	E-Procurement	• What is e-procurement? • Drivers of e-procurement • Barriers and risks of e-procurement adoption • Implementing e-procurement • The future of e-procurement?	Chapter 7 Primadi WS Paper 1 Submission
8	Semester Break: only make-up classes		
9	E-Marketing	• What is digital	Chapter 8

Week	Topics	Content	Remark
		marketing? • Digital marketing planning • Situation analysis • Objective setting • Strategy • Tactics • Action • Control	Widya Granita Paper 2 Announcement
10	Customer Relations Management Implementation	• What is e-CRM? • Conversion marketing • The online buying process • Customer acquisition management • Customer retention management • Customer extension • Technology solutions for CRM	Chapter 9 Widya Granita
11	Change Management	• 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	Chapter 10 Widya Granita
12	Implementation , Maintenance& Optimization	• Alternatives for acquiring digital business systems • Development of web-based content and services • Testing • Changeover	Chapter 11 Widya Granita Paper 2 Submission

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Week	Topics	Content	Remark
		• Content management and maintenance	
13	Analysis and Design	• Analysis for digital technology projects • Process modelling • Data modelling • Design for digital business	Chapter 12 Primadi WS Quiz 2
14	Guest Lecturer on Digital Business	The Students will have an entrepeneurial start up as a Guest Lecture where they will learn Digital Business implementation based on diverse perspective of Big Company and Start Up Company.	Primadi WS From Tiket.Com
15	Presentation	The Students will presents a selected Digital Business Case study where they will provide an insight and solution on the case.	Primadi WS Digital Business Case Study
16	**Silent Week: make-up classes only**		
17	**Final Examination**		

Reference:

Main Reference:
a) Chaffey, Dave, *Digital Business and E-Commerce Management*, 6th edition © Marketing Insights Limited 2015

Additional Reference:
a) Scientific Journal
b) Business Case Study
c) Magazine / Newspaper
d) Video