

SYLLABUS

Date/Revision : May 23, 2015/August 15, 2017/SaP
Faculty : Business & Social Sciences
Study Program(s) : International Business Administration (IBA), Management (MGT/AVM), Hotel & Tourism Management (HTM), International Relations (INR)

SUBJECT: E-Commerce

1 Basic Information

1.01	Subject Name	E-Commerce
1.02	Semester	6
1.03	Level	1
1.04	SKS	2
1.05	Mandatory / Curriculum	F-06
1.06	Subject Code	ECOM
1.07	Subject Code	BSS-F-ECOM-1000
1.08	Year	2017 (1)
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	MGT 2, IBA 2, HTM 2, INR 2
1.12	Prerequisite	None
1.13	Responsible	Widya Granita, MM, Mega Saffira, MA, Norman Yachya, MM, MBA
1.14	Revision	Aug 15, 2017/SaP

2 Description of Subject

This course connects theory with practice, incorporating the latest research findings to make e-commerce relevant and exciting to aspiring students. 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.

3 Objectives

Overview on the theory and practice to make e-commerce. It includes focused examples on e-business challenges. Explorations of the global e-commerce issues ecosystem today, including E-Business, the dynamic global environment of information flow and sharing by considering the existence of political, legal, technological, competitive, and cultural factors encircling the ICT industry.

4 Competency

After having the course, students are expected to have the ability to:

- Methodologically and systematically identify the most important methodological approaches and concepts of e-commerce and ICT Business.
- Identify core aspects of e-commerce and able to illustrate, contrast, and apply the main concepts and theories of e-commerce
- Identify the basics of e-business and e-commerce in the ICT Industry landscape.
- Discuss critically the role of a businessperson in ICT industry

5 Learning Approach / Methodology

- Lectures/Class contact (time-tabled) supplemented with interactive questions and answers;
- Tutorials/Class discussion/Group work: review of materials, revision, case studies and/or reports writing;
- Student Study Effort: homework/assignment, presentation, preparation for test/quizzes/examination.

6 Evaluation

5.1	Absence maximum	25%
5.2	Paper (individual)	15 Points
5.3	Presentation (group)	15 Points
5.4	Quizzes	10 Points
5.5	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: Chaffey, Dave, Digital Business and E-Commerce Management, 6th edition © Marketing Insights Limited 2015
2	Supplement Textbooks/References: Scientific Academic Journals, Business Case Studies, Magazines/Newspapers & Videos

8 Content / Topics of Lecture

Week	Topics	Content	Remark
1	Introduction to E- Business and E-Commerce	<ul style="list-style-type: none"> 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
2	E-Commerce Fundamentals	<ul style="list-style-type: none"> Online marketplace analysis Location of trading in the marketplace Business models for e-commerce 	Chapter Paper 1 Announcement
3	E-Business Infrastructure	<ul style="list-style-type: none"> A short introduction to Internet technology Management issues in creating a new customer-facing digital service Web presentation and data exchange standards 	Chapter
4	E- Business Environment	<ul style="list-style-type: none"> 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
5	E-Business Strategy	<ul style="list-style-type: none"> What is digital business strategy? Strategic analysis Strategic objectives Strategy definition Strategy implementation 	Chapter 5 Quiz 1
6	Supply Chain Management	<ul style="list-style-type: none"> 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
7	E-Procurement	<ul style="list-style-type: none"> 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 Paper 1 Submission
8	Semester Break: only make-up classes and/or excursions		
9	E-Marketing	<ul style="list-style-type: none"> What is digital marketing? 	Chapter 8

Week	Topics	Content	Remark
		<ul style="list-style-type: none"> Digital marketing planning Situation analysis Objective setting Strategy Tactics Action • Control 	Paper 2 Announcement
10	Customer Relations Management Implementation	<ul style="list-style-type: none"> What is e-CRM? Conversion marketing The online buying process Customer acquisition management Customer retention management Customer extension Technology solutions for CRM 	Chapter 9
11	Change Management	<ul style="list-style-type: none"> 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
12	Implementation , Maintenance & Optimization	<ul style="list-style-type: none"> Alternatives for acquiring digital business systems Development of web-based content and services Testing Changeover Content management and maintenance 	Chapter 11 Paper 2 Submission
13	Analysis and Design	<ul style="list-style-type: none"> Analysis for digital technology projects Process modelling Data modelling Design for digital business 	Chapter 12 Quiz 2
14	Quiz 3	Digital Business implementation based on diverse perspective of Big Company and Start Up Company..	Role Play and Presentation
15	Presentation 2	Students will present a selected Digital Business Case study where they will provide an insight and solution on the case.	Digital Business Case Study
16	Silent Week		
17-18	Final Examination		