



Universitas Negeri Surabaya
Faculty of Economics and Business
Digital Business Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
E-Commerce	6120903020	Compulsory Study Program Subjects	T=0	P=0	ECTS=0	4	February 3, 2022
AUTHORIZATION	SP Developer	Course Cluster Coordinator			Study Program Coordinator		
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Learning model	Case Studies
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Program Learning Outcomes (PLO)

PLO study program that is charged to the course	
PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit
PLO-3	Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned
PLO-4	Develop yourself continuously and collaborate.
PLO-5	Able to master the theory of digital business thoroughly
PLO-6	Able to adapt to the context of digital business problems faced well
PLO-7	Able to develop digital business ideas creatively and innovatively
PLO-8	Able to develop knowledge in the field of digital business appropriately
PLO-9	Able to develop digital business based on entrepreneurial leadership in a sustainable manner
PLO-10	Able to implement digital business theory in managing organizations ethically and effectively
PLO-11	Able to apply information and communication technology in business management appropriately

Program Objectives (PO)

PO - 1	Students are able to explain the concepts of e-business and e-commerce
PO - 2	Students are able to explain the functions and uses of e-commerce
PO - 3	Students are able to compare business processes and e-commerce business models
PO - 4	Students are able to create digital marketing strategies for online stores in e-commerce
PO - 5	Students create an online shop on the e-commerce marketplace
PO - 6	Students operate digital commerce (e-commerce) activities

PLO-PO Matrix

		P.O	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9	PLO-10	PLO-11
	PO-1	✓	✓	✓	✓							
	PO-2	✓	✓	✓								
	PO-3				✓	✓	✓					
	PO-4				✓	✓	✓					
	PO-5							✓	✓	✓	✓	
	PO-6							✓	✓	✓	✓	

PO Matrix at the end of each learning stage (Sub-PO)

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P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	PO-1	✓	✓	✓	✓											
PO-2					✓	✓	✓	✓								
PO-3									✓	✓						
PO-4											✓	✓				
PO-5													✓	✓		
PO-6															✓	✓

Short Course Description	This course teaches how to do business online and how to manage technology issues related to building an electronic commerce website. Students will learn how the application of technology can involve cardholders, merchants, issuers, payment gateways, and other parties in electronic transactions. This course presents concepts and skills for the strategic use of e-commerce and related information technologies from three perspectives: business-to-consumer (B2C), business-to-business (B2B), and intra-organizational and the role of e-commerce in changing the entire structure of industry, and how it impacts business processes including electronic transactions, supply chains, decision making and organizational performance. This course teaches how to do business online and how to manage the technology issues associated with building an e-commerce website. Students will learn how the application of technology can involve cardholders, merchants, issuers, payment gateways, and other parties in electronic transactions. This course presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business-to-consumer (B2C), business-to-business (B2B), and intra-organizational and the role of e-commerce commerce in changing the entire industry structure, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.
References	<p>Main :</p> <ol style="list-style-type: none"> 1. Schneider, G. P. (2004) <i>Electronic Commerce: The Second Wave</i>. Canada: Thomson Course Technology 2. Alan Afuah dan Christopher L Tucci. (2003). <i>Internet Business Model dan Strategy</i>. McGraw Hill 3. Dave Chaffey. (2015). <i>Digital Business and E-Commerce Management</i>. Pearson <p>Supporters:</p>
Supporting lecturer	Dr. Yessy Artanti, S.E., M.Si. Dr. Ratih Amelia, S.E., M.M. Ika Diyah Candra Arifah, S.E., M.Com. Riska Dhenabayu, S.Kom., M.M. Hujjatullah Fazlurrahman, S.E., MBA. Anita Safitri, M. Kom. Syaifurrizal Wijaya Putra, S.E., M.M.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Present the definition and basic characteristics of E-Commerce	1.1.1. Understand the concepts of e-business and e-commerce 2.1.2. Understand the functions and benefits of e-commerce 3.1.3. Understand online trading and online transactions	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Technique: Powerpoint Presentation YouTube Video Quiz Technique: Powerpoint Presentation YouTube Videos Quiz [PB: 1x(3x50")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Technique: Powerpoint Presentation YouTube Videos Quiz [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 1 Bibliography: 1. Schneider, GP (2004) <i>Electronic Commerce: The Second Wave</i> . Canada: Thomson Course Technology Material: Chapters 1 and 2 Bibliography: 3. Dave Chaffey. (2015). <i>Digital Business and E-Commerce Management</i> . Pearson	2%

2	Discuss the functions and uses of e-commerce.	2.1. Understand e-business models	Form of Assessment : Participatory Activities	Presentation: Powerpoint YouTube Video Discussion Case study [PB: 1x(3x50")] Present Case Study Analysis [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams: Powerpoint YouTube Video Discussion Case study [PB: 1x(3x50")] Present Case Study Analysis [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 2 Bibliography: 3. Dave Chaffey. (2015). <i>Digital Business and E-Commerce Management</i> . Pearson	2%
3	Comparing website and mobile app based e-commerce business processes and business models.	1.3.1. Analyze detailed business processes and e-commerce business models 2.3.2. Understanding about Electronic Data Interchange 3.3.3. Understanding the e-commerce supply chain	Criteria: Holistic Form of Assessment : Participatory Activities	Presentation: Powerpoint YouTube Video Case study [PB: 1x(3x50")] Present Case Study Analysis [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Present Case Study Analysis [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 9 Bibliography: 1. Schneider, GP (2004) <i>Electronic Commerce: The Second Wave</i> . Canada: Thomson Course Technology	2%
4	Comparing website and mobile app based e-commerce business processes and business models.	4.1. Analyze the differences between B2C and B2B	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Material presentation: Powerpoint YouTube Video Case study Analyze business model in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Analyze business model in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 1 Bibliography: 1. Schneider, GP (2004) <i>Electronic Commerce: The Second Wave</i> . Canada: Thomson Course Technology Material: Case 12 References: 2. Alan Afuah and Christopher L Tucci. (2003). <i>Internet Business Model and Strategy</i> . McGraw Hill	2%
5	Explain the transaction process in e-commerce	5.1. Explain and analyze the transaction process in e-commerce	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Material presentation: Powerpoint YouTube Video Case study Case study eBay, Amazon, Yahoo! [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Case study e-Bay, Amazon, Yahoo! [PT KM: (1 1)x(3x60")] 150 minutes	Material: Ebay Case References: 2. Alan Afuah and Christopher L Tucci. (2003). <i>Internet Business Model and Strategy</i> . McGraw Hill Material: Chapter 2 Bibliography: 3. Dave Chaffey. (2015). <i>Digital Business and E-Commerce Management</i> . Pearson	2%

6	Explain secure e-commerce transactions	6.1. Explain transaction criteria and types of secure e-commerce payments	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Material presentation: Powerpoint Presentation YouTube Case Study [PB: 1x(3x50")] Group Presentation about e-commerce security [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Group Presentation about e-commerce security [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 11 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology</i> Material: Case 7: Hotmail References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill</i>	2%
7	Explain e-commerce supply chain management	1.7.1. Explain the e-commerce supply chain model 2.7.2. Explain the upstream and downstream B2B supply chain 3.7.3. Explain the push & pull supply chain model 4.7.4. Explain the value chain and value network of e-commerce	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Material presentation: Powerpoint Presentation Presentation You Tube Case Study [PB:1x(3x50")]	Material presentation: Powerpoint Presentation Presentation You Tube Case Study [PB:1x(3x50")]	Material: Chapter 6 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology</i> Material: Case 4 References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill</i>	2%

8	Midterm exam	Midterm exam	Criteria: Midterm exam Form of Assessment : Test	Midterm Exam 90 minutes	Midterm Exam 90 minutes	Material: Chapters 1, 9, 11 References: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology</i> <hr/> Material: Chapters 1, 2, 6 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management. Pearson</i> <hr/> Material: Cases 12, 10, 7, 4 References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill</i>	8%
9	Planning an online shop in an e-commerce marketplace (CLO-5)	1.Go through the registration process as an online shop on the e-commerce marketplace. 2.Create content and product information in online stores in e-commerce marketplaces.	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Material presentation: PowerPoint Presentation YouTube [PB: 1x(3x50")] Plan online shop strategy in e-commerce apps or websites [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Plan online shop strategy in e-commerce apps or websites [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 6 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology</i> <hr/> Material: Case 16 References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill</i> <hr/> Material: Chapter 5 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management. Pearson</i>	2%

10	Planning an online shop in an e-commerce marketplace (CLO-5)	<p>1.Go through the registration process as an online shop on the e-commerce marketplace.</p> <p>2.Create content and product information in online stores in e-commerce marketplaces.</p>	<p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Material presentation: PowerPoint Presentation YouTube [PB: 1x(3x50")]</p> <p>Plan online shop design in e-commerce apps or websites [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Microsoft Teams [PB: 1x(3x50")]</p> <p>Plan online shop design in e-commerce apps or websites [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Material: Chapter 6 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology</p> <hr/> <p>Material: Case 16 References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy.</i> McGraw Hill</p> <hr/> <p>Material: Chapter 5 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson</p>	3%
11	Students are able to plan e-procurement in online shop projects in the e-commerce marketplace	Operate supply chain management in online stores in e-commerce marketplaces.	<p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Powerpoint Youtube Video [PB: 1x(3x50")]</p> <p>Preparing e-procurement plans in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Microsoft Teams [PB: 1x(3x50")]</p> <p>Preparing e-procurement plans in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Material: Chapter 5 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology</p> <hr/> <p>Material: Chapter 7 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson</p>	3%
12	Students are able to plan digital marketing strategies for online stores in e-commerce marketplaces	Manage online shop advertising management in the e-commerce marketplace.	<p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Powerpoint Youtube Video [PB: 1x(3x50")]</p> <p>Developing an online shop advertising plan in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Microsoft Teams [PB: 1x(3x50")]</p> <p>Developing an online shop advertising plan in e-commerce [PT KM: (1 1)x(3x60")] 150 minutes</p>	<p>Material: Chapter 5 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology</p> <hr/> <p>Material: Chapter 7 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson</p>	5%

13	Evaluate the sales and marketing performance of online stores in e-commerce marketplaces	Presenting the sales and marketing performance of online stores in the e-commerce marketplace	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Powerpoint Youtube Video [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 4 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology <hr/> Material: Chapter 8 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson	10%
14	Designing solutions to online store performance problems in the e-commerce marketplace	Provide feedback assessment of online shop performance in the e-commerce marketplace	Criteria: Holistic Rubric Form of Assessment : Project Results Assessment / Product Assessment	Power point Youtube Video [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 4 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology <hr/> Material: Chapter 9 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson	15%
15	Designing solutions to online store performance problems in the e-commerce marketplace	Provide feedback assessment of online shop performance in the e-commerce marketplace	Criteria: Holistic Rubric Form of Assessment : Project Results Assessment / Product Assessment	Power point Youtube Video [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Microsoft Teams [PB: 1x(3x50")] Presentation of the online shop creation project and performance evaluation [PT KM: (1 1)x(3x60")] 150 minutes	Material: Chapter 4 Bibliography: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology <hr/> Material: Chapter 9 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson	10%

16	Final exams	Final exams	Criteria: Final exams Form of Assessment : Project Results Assessment / Product Assessment, Test	Final Semester Exam 90 minutes	Final Semester Exam 90 minutes	Material: Chapters 3 - 6 References: 1. <i>Schneider, GP (2004) Electronic Commerce: The Second Wave.</i> Canada: Thomson Course Technology <hr/> Material: Case 16 References: 2. <i>Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy.</i> McGraw Hill <hr/> Material: Chapters 5, 7-9, 11 Bibliography: 3. <i>Dave Chaffey. (2015). Digital Business and E-Commerce Management.</i> Pearson	30%
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Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	25.5%
2.	Project Results Assessment / Product Assessment	51.5%
3.	Test	23%
		100%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

