	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
Introduction to Digital Business	6120903001	Compulsory Study Program Subjects	**T=3**	**P=0**	**ECTS=4.77**	1	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Ika Diyah Candra Arifah S.E., M. Com	Ika Diyah Candra Arifah S.E., M. Com	Hujjatullah Fazlurrahman, S.E., MBA.

Learning model	Case Studies

Program Learning Outcomes (PLO)	**PLO study program which 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 properly study business theories.
	PO - 2	Students are able to formulate a comprehensive business plan to develop an entrepreneurial leadership spirit.
	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 Matrix at the end of each learning stage (Sub-PO)

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

Short Course Description	This course aims to equip digital business students with some knowledge to help navigate organizations towards digital business. This course identifies and reviews management decisions in digital business. This course uses an integrative approach that refers to new approaches and models including information systems, strategy, marketing, finance, supply chain management, operations, and human resource management.

References	**Main :**
	1. Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson 2. McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill 3. Kenneth C. Loudon & Jane P Ludon. 2014. Management Information System: Managing Digital Firm. Pearson 4. Suryana & Yoga Perdana. 2020. Bisnis Digital: Cara Mudah Bisnis di Era Industri 4.0. Salemba
	Supporters:

| Supporting lecturer | Prof. Dr. Dewie Tri Wijayati Wardoyo, M.Si.
Dr. Purwohandoko, M.M.
Dr. Yessy Artanti, S.E., M.Si.
Ika Diyah Candra Arifah, S.E., M.Com.
Hujjatullah Fazlurrahman, S.E., MBA.
Hafid Kholidi Hadi, S.E., M.SM.
Achmad Kautsar, S.E., M.M.
Fresha Kharisma, S.E., M.SM.
Muhammad Fajar Wahyudi Rahman, 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	Students are able to study Digital Business and E-Commerce well.	1.1. Accurately examine the meaning of digital business and e-commerce. 2.2. Accuracy differentiates digital business from conventional business. 3.3. Accuracy in examining forms of digital business ownership.	**Criteria:** 1.Holistic rubric 2.Summarize lecture material **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Lecture (Zoom Meeting/Vilearning/Zoom Meeting) and Discussion 3 X 50	**Material:** Business **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson*	2%
2	Students are able to study marketplace analysis for e-commerce.	1.1. Accurately examine the meaning of digital business and e-commerce. 2.2. Accuracy differentiates digital business from conventional business.	**Criteria:** 1.Holistic rubric 2.Exemplifying the e-commerce business model **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Lecture (Zoom Meeting/Vilearning/Zoom Meeting) and Discussion 3 X 50	**Material:** Business **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson*	2%
3	Students are able to properly examine digital business infrastructure	1.1. Accuracy in analyzing the meaning of digital business infrastructure. 2.2. Accuracy in reviewing digital business infrastructure elements. 3.3. Accuracy in reviewing the function of web services, cloud computing and service-oriented architecture (SOA).	**Criteria:** 1.Holistic Rubric 2.Analyze the advantages and disadvantages of open source software **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Ownership **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Business **Library:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	4%
4	Students are able to properly examine digital business strategies.	1.1. Accurately examine the meaning and stages of digital business strategy. 2.2. Accuracy in reviewing digital channel strategies. 3.3. Accuracy of reviewing strategic analysis with SWOT. 4.4. Accuracy in reviewing digital business strategies for small and medium enterprises/SMEs.	**Criteria:** 1.Holistic rubric 2.Case study analysis **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Business Strategic **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Business Strategic **Library:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	5%

5	Students are able to properly study digital business ethics.	1.1. Accurately examine the principles of digital business ethics. 2.2. Accuracy in examining forms (digital business social responsibility).	**Criteria:** 1.Holistic rubric 2.Digital business analysis **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Discussion and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Business ethics **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Business and ethics **Bibliography:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	4%
6	Students are able to properly study change management in digital business.	1.1. Accurately examine the meaning and challenges of digital business transformation. 2.2. Accuracy in examining the types of changes in digital business. 3.3. Accuracy in examining the use of knowledge management to create change in digital-based organizations/companies.	**Criteria:** 1.Holistic rubric 2.Create videos on change management topics **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Transformation business **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Challenge of business **Library:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	4%
7	Students are able to properly study change management in digital business.	1.1. Accurately examine the meaning and challenges of digital business transformation. 2.2. Accuracy in examining the types of changes in digital business. 3.3. Accuracy in examining the use of knowledge management to create change in digital-based organizations/companies.	**Criteria:** 1.Holistic rubric 2.Create videos on change management topics **Form of Assessment** : Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Transformation business **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Challenge of business **Library:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	4%
8			**Form of Assessment** : Test	Midterm Exam 2 X 50	Midterm exam		20%

9	Students are able to properly study digital business supply chain management.	1.1. Accuracy in reviewing the meaning of supply chain management. 2.2. The accuracy of examining the supply chain management model in B2B. 3.3. Accuracy in examining the value chain in digital business. 4.4. Accuracy of reviewing e-SCM.	**Criteria:** 1.Holistic rubric 2.Analyzing case studies **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning	**Material:** Operations management in digital business **Reader:** *Suryana & Yoga Perdana. 2020. Digital Business: An Easy Way to Do Business in the Industrial Era 4.0. Salemba* **Material:** Developing a supply chain system **Reader:** *Kenneth C. Loudon & Jane P Ludon. 2014. Management Information System: Managing Digital Firm. Pearson*	2%
10	Students are able to properly study digital business supply chain management.	1.1. Accuracy in reviewing the meaning of supply chain management. 2.2. The accuracy of examining the supply chain management model in B2B. 3.3. Accuracy in examining the value chain in digital business. 4.4. Accuracy of reviewing e-SCM.	**Criteria:** Holistic rubric **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Operations management in digital business **Reader:** *Suryana & Yoga Perdana. 2020. Digital Business: An Easy Way to Do Business in the Industrial Era 4.0. Salemba* **Material:** Developing a supply chain system **Reader:** *Kenneth C. Loudon & Jane P Ludon. 2014. Management Information System: Managing Digital Firm. Pearson*	3%
11	Students are able to properly study digital business Marketing and Customer Relationship Management.	1.1. Accuracy in reviewing digital marketing strategies. 2.2. The accuracy of examining the types of customer relationship management in digital business.	**Criteria:** 1.Holistic rubric 2.Create digital marketing strategy visualizations **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** How to get a loyal customer **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Marketing strategy **Reader:** *Suryana & Yoga Perdana. 2020. Digital Business: An Easy Way to Do Business in the Industrial Era 4.0. Salemba*	2%

12	Students are able to properly study digital business Marketing and Customer Relationship Management.	1.1. Accuracy in reviewing digital marketing strategies. 2.2. The accuracy of examining the types of customer relationship management in digital business.	**Criteria:** Holistic rubric **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** How to get a loyal customer **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Marketing strategy **Reader:** *Suryana & Yoga Perdana. 2020. Digital Business: An Easy Way to Do Business in the Industrial Era 4.0. Salemba*	3%
13	Students are able to examine the financial aspects of digital business	1.1. Accuracy in reviewing the financial aspects of digital business. 2.2. Accuracy in reviewing the process of recording and reporting digital business finances.	**Criteria:** 1.Holistic rubric 2.Summarizes the financial aspects of digital business **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Financial aspects **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Financial aspects in business **Library:** *Suryana & Yoga Perdana. 2020. Digital Business: An Easy Way to Do Business in the Industrial Era 4.0. Salemba*	10%
14	Students are able to carry out digital business design analysis.	1.1. Accurately examine aspects of digital business design. 2.2. Accuracy in reviewing process modeling and data modeling. 3.3. Accuracy in reviewing user-centered design and customer experience management. 4.4. Accuracy in reviewing security design.	**Criteria:** 1.Holistic rubric 2.Prepare a draft digital business plan	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50	**Material:** Business design **Reader:** *Dave Chaffey. 2019. Digital Business and E-Commerce Management. New York: Pearson* **Material:** Building a business **Reference:** *McHugh Nickels. 2014. Understanding Business 8th Edition. McGraw-Hill*	5%
15	Students are able to present their digital business plans	The accuracy of preparing a digital business plan (Business plan)	**Criteria:** Holistic rubric **Form of Assessment**: Participatory Activities	Powerpoint Presentations	Discussions and lectures via Zoom Meeting/Google Meet/Vilearning 3 X 50		5%
16	Final exams		**Form of Assessment**: Test	Final Exam Semester 2 X 50	Final exams		30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Test	50%
		100%

Notes

1. **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.
2. **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.
3. **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.
4. **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.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **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.
7. **Forms of assessment:** test and non-test.
8. **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.
9. **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.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **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%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.