								Document Code
	Universitas Negeri Surabaya **Faculty of Economics and Business** **Bachelor of Management Study Program**							

SEMESTER LEARNING PLAN								

Courses		**CODE**	**Course Family**		**Credit Weight**		**SEMESTER**	**Compilation Date**
E-Commerce		6120103184	Compulsory Study Program Subjects	**T=3** **P=0**	**ECTS=4.77**		4	January 30, 2024

AUTHORIZATION	**SP Developer**	**Course Cluster Coordinator**	**Study Program Coordinator**
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Learning model	**Case Studies**

Program Learning Outcomes (PLO)	**PLO study program which is charged to the course**	
	PLO-9	(PLO 9) Graduates are able to work well for self-development
	PLO-14	(PLO 1) Graduates are able to master management theory as a whole
	Program Objectives (PO)	
	PO - 1	C4. Students are able to explain in detail the concepts of e-business and e-commerce
	PO - 2	C4. Students are able to correctly compare the concepts of e-business and e-commerce
	PO - 3	A5. Students are able to show tough, collaborative, adaptive, innovative character in e-commerce business processes and models
	PO - 4	P5. Students are able to design content for mobile e-commerce systems, e-commerce websites, and advertising on e-commerce
	PLO-PO Matrix	

P.O	PLO-9	PLO-14
PO-1		
PO-2		
PO-3		
PO-4		

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																
PO-3																
PO-4																

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.

References	**Main :**
	1. 1. Schneider, G. P. (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. 2. Dave Chaffey. (2015). Digital Business and E-Commerce Management. Pearson.
	Supporters:
	1. Alan Afuah dan Christopher L Tucci. (2003). Internet Business Model dan Strategy. McGraw Hill

	Supporting lecturer	Dr. Yessy Artanti, S.E., M.Si. Nindria Untarini, S.E., M.Si. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M. Heri Cahyo Bagus Setiawan, S.Pd.I., M.SM. Syaifurrizal Wijaya Putra, S.E., M.M. Muhammad Rizky Ramadhan, BBus., MITHM.					
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	Understand the definition and basic characteristics of E-Commerce	1.1. Understand the concept of e-business and e-commerce 1.2. Understand the functions and benefits of e-commerce 1.3. Understand online trading and online transactions	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Microsoft Teams/Zoom/PTM[PB: 1x(3x50")] Summarize Case Study[PT KM: (1 1)x(3x60")] 3 X 50		**Material:** definition and basic characteristics of E-Commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	0%
2	Understand the details of business processes and e-commerce business models	2.1. Understand e-business models	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Criteria:Holistic RubricCriteria:Holistic RubricTechnique:Powerpoint PresentationYouTube VideoTechnique:Powerpoint PresentationYouTube Videos 3 X 50		**Material:** business processes and e-commerce business models **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%
3	Understand the details of business processes and e-commerce business models	2.1. Understand e-business models	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Criteria:Holistic RubricCriteria:Holistic RubricTechnique:Powerpoint PresentationYouTube VideoTechnique:Powerpoint PresentationYouTube Videos 3 X 50		**Material:** business processes and e-commerce business models **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%

4	Understand B2C and B2B business models	4.1. Analyze the differences between B2C and B2B	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Microsoft Teams[PB: 1x(3x50")] Analyze e-banking system[PT KM: (1 1)x(3x60")] 3 X 50		**Material:** B2C and B2B business models **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology.* *2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	4%
5	Understand the transaction process in e-commerce	5.1. Explain and analyze the transaction process in e-commerce 5.2. Differentiate commercial trading from online e-commerce transactions	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Microsoft Teams[PB: 1x(3x50")] Summarize book chapter[PT KM: (1 1)x(3x60")] 3 X 50		**Material:** transaction processes in e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology.* *2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	4%
6	Understand secure e-commerce transactions	6.1. Explain transaction criteria and types of secure e-commerce payments	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Microsoft Teams[PB: 1x(3x50")] Group Presentation about e-commerce security[PT KM: (1 1)x(3x60")] 3 X 50		**Material:** safe e-commerce transactions **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology.* *2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%
7	Understand e-commerce supply chain management	7.1. Explain the e-commerce supply chain model 7.2. Explain the upstream and downstream supply chain B2B7.3. Explain the push & pull supply chain model7.4. Explain the value chain and value network of e-commerce	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Microsoft Teams[PB: 1x(3x50")] Class discussion[PT KM: (1 1)x(3x60")] 3 X 50		**Material:** e-commerce supply chain management **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology.* *2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%

8	Midterm exam	Midterm exam	**Criteria:** scoring guidelines **Form of Assessment** : Test	offline test 3 X 50		**Material:** definition and basic characteristics of E-Commerce, e-commerce business processes and business models, B2C and B2B business models, transaction processes in e-commerce, e-commerce supply chain management **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	20%
9	Understand the concept of e-commerce mobile applications	9.1. Explain the concept of mobile and cellular technology 9.2. Understand application and content development for mobile systems 9.3. Understand the concept of mobile commerce systems	**Criteria:** Holistic rubric **Form of Assessment** : Participatory Activities	Microsoft Teams [PB: 1x(3x50")] Creating prototype for e-commerce apps [PT KM: (1 1)x(3x60")] 3 X 50		**Material:** e-commerce mobile application concept **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%
10	Understand the concept of e-commerce mobile applications	9.1. Explain the concept of mobile and cellular technology 9.2. Understand application and content development for mobile systems 9.3. Understand the concept of mobile commerce systems	**Criteria:** Holistic rubric **Form of Assessment** : Participatory Activities	Microsoft Teams [PB: 1x(3x50")] Creating prototype for e-commerce apps [PT KM: (1 1)x(3x60")] 3 X 50		**Material:** e-commerce mobile application concept **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	3%

11	Understanding e-procurement in B2B e-commerce	11.1. Explaining e-procurement in B2B e-commerce 11.2. Explain the benefits of e-procurement in increasing efficiency and reducing costs	**Criteria:** Holistic rubric **Form of Assessment** : Participatory Activities	Microsoft Teams [PB: 1x(3x50")] Analysis of the implementation of e-procurement in e-commerce [PT KM: (1 1)x(3x60")] 3 X 50		**Material:** e-procurement in B2B e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	5%
12	Understand digital marketing strategies in e-commerce	12.1. Explains the 7P e-commerce marketing strategy	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Criteria: Holistic Rubric Technique: Powerpoint Youtube Video 3 X 50		**Material:** digital marketing strategies in e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	5%
13	Understand digital marketing strategies in e-commerce	12.1. Explains the 7P e-commerce marketing strategy	**Criteria:** assessment rubric **Form of Assessment** : Participatory Activities	Criteria: Holistic Rubric Technique: Powerpoint Youtube Video 3 X 50		**Material:** digital marketing strategies in e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*	4%

| 14 | Designing advertising concepts in e-commerce | 14.1. Explain web marketing strategies 14.2. Explain website market segmentation 14.3. Designing a customer relationship management website | **Criteria:** Holistic rubric

Form of Assessment : Participatory Activities | Microsoft Teams [PB: 1x(3x50")] Designing an e-commerce advertising strategy [PT KM: (1 1)x(3x60")] 3 X 50 | | **Material:** Advertising concept in e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill*

Material: Advertising concept in e-commerce **References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill* | 5% |
| 15 | Evaluate the appearance of e-commerce websites | 15.1. Explains the evaluation of the effectiveness of the front appearance of an e-commerce website project | **Criteria:** assessment rubric

Form of Assessment : Participatory Activities | Microsoft Teams[PB: 1x(3x50")] E-commerce Digital performance analysis report[PT KM: (1 1)x(3x60")] 3 X 50 | | **Material:** e-commerce website **display References:** *1. Schneider, GP (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill* | 5% |

| 16 | Final exams | | **Criteria:**
scoring guidelines

Form of Assessment :
Test | Written Test
3 X 50 | | **Material:** e-commerce mobile application concept, e-procurement in B2B e-commerce, digital marketing strategy in e-commerce, advertising concept in e-commerce, e-commerce website appearance
References:
1. Schneider, GP (2004) Electronic Commerce : The Second Wave. Canada: Thomson Course Technology.
2. Alan Afuah and Christopher L Tucci. (2003). Internet Business Model and Strategy. McGraw Hill | 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.