

UNDERGRADUATE PROGRAM IN COMPUTER SCIENCE
DEPARTMENT OF COMPUTER SCIENCE AND ELECTRONICS
FACULTY OF MATHEMATICS AND NATURAL SCIENCES
UNIVERSITAS GADJAH MADA

Module name	E-Business																																				
Module level	Undergraduate																																				
Code	MII-4507																																				
Courses (if applicable)	E-Business																																				
Semester	Fall (Odd)																																				
Contact person	Dr. Agus Sihabuddin, S.Si., M.Kom.																																				
Lecturer	Dr. Agus Sihabuddin, S.Si., M.Kom. Dr. Sigit Priyanta, S.Si., M.Kom.																																				
Language	Bahasa Indonesia and English																																				
Relation to curriculum	1. Undergraduate degree program; elective; 3 rd , 5 th , or 7 th semester. 2. International undergraduate program; elective; 3 rd , 5 th , or 7 th semester.																																				
Type of teaching, contact hours	1. Undergraduate degree program: lectures, < 60 students 2. International undergraduate program: lectures, < 30 students																																				
Workload	1. Lectures: 3 x 50 = 150 minutes (2.5 hours) per week. 2. Exercises and Assignments: 3 x 60 = 180 minutes (3 hours) per week. 3. Private study: 3 x 60 = 180 minutes (3 hours) per week.																																				
Credit points	3 credit points (sks).																																				
Requirements according to the examination regulations	A student must have attended at least 75% of the lectures to sit in the exams.																																				
Recommended prerequisites	None																																				
Learning outcomes and their corresponding PLOs	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">LO</th> <th style="width: 70%;">Description</th> <th style="width: 20%;">Supported PLO</th> </tr> </thead> <tbody> <tr> <td>LO1</td> <td>(LU-1) Understanding concepts of e-commerce and e-business</td> <td rowspan="14"></td> </tr> <tr> <td>LO2</td> <td></td> </tr> <tr> <td>LO3</td> <td>(LU-2) Understanding model and types of e-business</td> </tr> <tr> <td>LO4</td> <td>(LU-3) Building an e-bisnis</td> </tr> <tr> <td>LO5</td> <td>(LU-4) Understanding online</td> </tr> <tr> <td></td> <td>(LU-5) Understanding internet , hardware, sotware to support E-Business</td> </tr> <tr> <td>LO6</td> <td>(LU-6) Understanding wireless and mobile business.</td> </tr> <tr> <td>LO7</td> <td>(LU-7) Understanding Internet Security</td> </tr> <tr> <td>LO8</td> <td>(LU-8) Understanding internet marketing</td> </tr> <tr> <td>LO9</td> <td>(LU-9) Understanding concepts of affiliation program</td> </tr> <tr> <td>LO10</td> <td>(LU-10) Understanding globalization as a part of E-Business</td> </tr> <tr> <td>LO11</td> <td>(LU-11) Understanding types of free traffic</td> </tr> <tr> <td>LO12</td> <td>(LU-12) Understanding types of paid traffic</td> </tr> <tr> <td>LO13</td> <td>(LU-13) Understanding social media marketing</td> </tr> <tr> <td>LO14</td> <td>(LU-14) Understanding online based industry</td> </tr> </tbody> </table>			LO	Description	Supported PLO	LO1	(LU-1) Understanding concepts of e-commerce and e-business		LO2		LO3	(LU-2) Understanding model and types of e-business	LO4	(LU-3) Building an e-bisnis	LO5	(LU-4) Understanding online		(LU-5) Understanding internet , hardware, sotware to support E-Business	LO6	(LU-6) Understanding wireless and mobile business.	LO7	(LU-7) Understanding Internet Security	LO8	(LU-8) Understanding internet marketing	LO9	(LU-9) Understanding concepts of affiliation program	LO10	(LU-10) Understanding globalization as a part of E-Business	LO11	(LU-11) Understanding types of free traffic	LO12	(LU-12) Understanding types of paid traffic	LO13	(LU-13) Understanding social media marketing	LO14	(LU-14) Understanding online based industry
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Content	E-Business is an elective subject in Computer Science, Department of Computer Science and Electronics, Universitas Gadjah Mada. This subject will cover e-commerce, digital market, e-business, and social network market which are the products of globalization and development of network technology																																																																																													
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Assessments and Evaluation	<table border="1"> <thead> <tr> <th>LO</th> <th>Evaluation Method</th> <th>Type</th> <th>Percentage</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>L01</td> <td>Exercise 1</td> <td>Formative</td> <td>5%</td> <td>5%</td> </tr> <tr> <td>L02</td> <td>Problem 1 in midterm</td> <td>Summative</td> <td>5%</td> <td>5%</td> </tr> <tr> <td rowspan="2">L03</td> <td>Problem 3 in midterm</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Exercise 3</td> <td>Formative</td> </tr> <tr> <td rowspan="3">L04</td> <td>Problem 4 in midterm</td> <td>Summative</td> <td rowspan="3">5%</td> <td rowspan="3">5%</td> </tr> <tr> <td>Problem 1 in midterm</td> <td>Summative</td> </tr> <tr> <td>Exercise 4</td> <td>Formative</td> </tr> <tr> <td rowspan="2">L05</td> <td>Problem 2 in midterm</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Exercise 5</td> <td>Formative</td> </tr> <tr> <td rowspan="2">L06</td> <td>Problem 4 in final</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Exercise 6</td> <td>Formative</td> </tr> <tr> <td>L07</td> <td>Assignment 1</td> <td>Summative</td> <td>10%</td> <td>10%</td> </tr> <tr> <td>L08</td> <td>Problem 5 in final</td> <td>Summative</td> <td>5%</td> <td>5%</td> </tr> <tr> <td>L09</td> <td>Problem 1 in final</td> <td>Summative</td> <td>5%</td> <td>5%</td> </tr> <tr> <td rowspan="2">L010</td> <td>Problem 5 in final</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Problem 1 in final</td> <td>Summative</td> </tr> <tr> <td rowspan="2">L011</td> <td>Exercise 2</td> <td>Formative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Problem 5 in final</td> <td>Summative</td> </tr> <tr> <td rowspan="2">L012</td> <td>Problem 2 in final</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Exercise 5</td> <td>Formative</td> </tr> <tr> <td rowspan="2">L013</td> <td>Problem 4 in final</td> <td>Summative</td> <td rowspan="2">5%</td> <td rowspan="2">5%</td> </tr> <tr> <td>Exercise 6</td> <td>Formative</td> </tr> <tr> <td>L014</td> <td>Assignment 2</td> <td>Summative</td> <td>12,5%</td> <td>30%</td> </tr> </tbody> </table>	LO	Evaluation Method	Type	Percentage	Total	L01	Exercise 1	Formative	5%	5%	L02	Problem 1 in midterm	Summative	5%	5%	L03	Problem 3 in midterm	Summative	5%	5%	Exercise 3	Formative	L04	Problem 4 in midterm	Summative	5%	5%	Problem 1 in midterm	Summative	Exercise 4	Formative	L05	Problem 2 in midterm	Summative	5%	5%	Exercise 5	Formative	L06	Problem 4 in final	Summative	5%	5%	Exercise 6	Formative	L07	Assignment 1	Summative	10%	10%	L08	Problem 5 in final	Summative	5%	5%	L09	Problem 1 in final	Summative	5%	5%	L010	Problem 5 in final	Summative	5%	5%	Problem 1 in final	Summative	L011	Exercise 2	Formative	5%	5%	Problem 5 in final	Summative	L012	Problem 2 in final	Summative	5%	5%	Exercise 5	Formative	L013	Problem 4 in final	Summative	5%	5%	Exercise 6	Formative	L014	Assignment 2	Summative	12,5%	30%
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Reading List	<p>W1 : Laudon, K. and Carol G.T., 2010, E-Commerce 2010: Business, Technology. 6th Ed. Upper Saddle River, Prentice Hall.</p> <p>A1 : Turban, E., David K., 2003, Introduction to E-Commerce, Upper Saddle River, Pearson Education.</p> <p>A2 : Deitell, H.M., Deitell, P.J., 2001, Gustafson, D., 2002, E-Business and E-</p>																																																																																													

