



UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL SCIENCES AND POLITICAL SCIENCE
BACHELOR'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (S1)

DOCUMENT CODE
Course
Description/BUSINESS
ADMINISTRATION
S1/152220452/2023

COURSE DESCRIPTION

COURSE		CODE :	Subject Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Digital Business s		152220452)	General	T = 2 (3.2 ECTS)	P = 0	5	05 January 2023
AUTHORIZA TION	Development Lecturer Course Description		Head Of Cluster		Programme Chair		
	1.Ahmad Zaki, S.A.B., M.A.B. 2. Dr. Adi Soeprapto, S.Sos.,M.Si		 Meilan Sugiarto		 Drs. Indro Herry Mulyanto, M. Si		
Learning Outcomes (LO)	(GLO-PRODI) assigned to the course						
	A1	Apply religious, national, <i>bela negara</i> , and professional ethics values independently and in a group setting. (LO 1)					
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking. (LO 2)					
	K2	Apply relevant business knowledge and the functions and benefits of information technology in business operations. (LO 7)					

A3	Use appropriate methods for data collection, processing, and analysis, both qualitatively and quantitatively, in solving business problems. (LO 8)
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SS4	Formulate functional business strategies in the context of utilising technology in both conventional and digital business models for business development. (LO 13)
Course Learning Outcomes (CLO)	
CLO1	Students are able to understand and analyse technology in business (P3)
CLO2	Students are able to analyse cases in digital business (S1,P3,P2)
CLO3	Students are able to design and design business digitally (S1,P2,KU1)
The final proficiency level for each learning stage (Sub-CLO).	
Sub CLO1	Students are able to describe the concepts of technological disruption and digitalisation (CLO 1,2) (C1, A1, P2)
Sub CLO2	Students are able to explain about digital business (CLO 1) (C1, A1, P2)
Sub CLO3	Students are able to identify technology in industrial revolution 4.0 (CLO 1,2) (C2, A1, P2)
Sub CLO4	Students are able to identify the environment that impacts digital business (CLO 1,2) (C6, A2, P2)
Sub CLO5	Students are able to formulate strategies for digital business (CLO 1,2) (C6, A4, P4)
Sub CLO6	Students are able to explain about supply chain management (CLO 1,2) (C1, A2, P2)
Sub CLO7	Students are able to explain e-procurement (CLO 1,2) (C2, A2, P2)
Sub CLO8	Students are able to explain digital marketing (CLO 1,2) (C2, A1, P4)
Sub CLO9	Students are able to explain customer relationship management (CLO 1,2) (C2, A1, P4)
Sub CLO10	Students are able to analyse a case related to digital business (CLO 1,2) (C2, A2, P4)
Sub CLO11	Students are able to explain change management (CLO 1,2) (C1, A2, P4)

Sub CLO1 2	Students are able to design digital business (CLO 3) (C6, A3, P4)				
Sub CLO1 3	Students are able to explain business digital services (CLO 1,2) (C2, A1, P2)				
Sub CLO1 4	Students are able to analyse a case related to digital business (CLO 1,2) (C2, A2, P4)				
The correlation between CPL (Competency Performance Level) and Sub-CLO (Sub-Competency Learning Outcome).					
CPL	A1	GS1	K2	A3	SS4
Sub CLO1	X		X	X	

Sub CLO2

X

Sub CLO3	X		X	X	
Sub CLO4	X		X	X	
Sub CLO5	X		X	X	
Sub CLO6	X		X	X	
Sub CLO7	X		X	X	
Sub CLO8	X		X	X	
Sub CLO9	X		X	X	
Sub CLO10	X		X	X	
Sub CLO11	X		X	X	

	Sub CLO12	X	X	X		
	Sub CLO13	X		X	X	
	Sub CLO14	X		X	X	
Brief Description of the Course	The Digital Business course provides an understanding of the concept of business through the use of digital media. Where in the process of designing a digital business strategy, the ability to analyse the situation, both internally and externally, is needed before determining the goals that the company wants to achieve in terms of increasing sales, providing services that are able to increase customer satisfaction, increase, reduce costs (efficiency), establish interaction, and long-term customer attachment. For this reason, the Digital Business course presents several alternative digital business channels (such as those that can be used as marketing media, as well as how to utilise the existence of big data in evaluating and controlling the success of strategic plans. Language of Introduction: Bahasa Indonesia					

Learning Materials/Study Materials	1. Introduction 2. Scope of Digital Business 3. Technology of Industrial Revolution 4.0 4. E-environment 5. Strategy in the Digital World 6. Supply Chain Management 7. E-procurement 8. Digital Marketing 9. Customer Relationship Management 10. Digital Business Case Study 11. Change Management 12. Digital Business Analysis and Planning 13. Implementation and Optimisation of Digital Business Services 14. Digital Business Case Study
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Library	Main :
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	1. Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.
	Supporters :
	1. Chaffey, Dave. 2015. Digital Business and E-Commerce Management: Strategy, Implementation, and Practice. Sixth Edition. Pearson 2. Mardia, dkk. 2021. Bisnis dan Ekonomi Digital. Yayasan Kita Menulis.
Lecturer	Dr. Adi Soeprapto, S.Sos.,M.Si dan SAUPTIKA KANCANA dan Ahmad Zaki, S.A.B., M.A.B. dan Nurul Retno Hapsari, S.A.B., M.Si.
Prerequisite Course(s)	None

Week	End capability of each learning stage (Sub-CLO)	Assessment		Learning Forms, Learning Methods, Assignments Students, [Estimated Time]		Material Learning [Library] (Topic)	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Students are able to elaborate on the concepts of technological disruption and digitalisation	1. Students are able to elaborate on the concepts of technological disruption and digitalisation 2. Student s understand digital business	K = Rubric B = UTS B = UAS	FL = Activity Learning Process DM = Lecture SA =		- Pengantar [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.] (n konsep disrupsi teknologi dan digitalisasi)	
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2	Students are able to explain about digital business	1. Students understand digital business	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Ruang Lingkup Digital Bisnis [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.] (Digital Bisnis)	
3	Students are able to identify technologies in the industrial revolution 4.0	1. Understand about disruption in the digital world	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Disrupsi [Chaffey, Dave. 2015. Digital Business and ECommerce Management: Strategy, Implementation, and Practice. Sixth Edition. Pearson.](Teknologi Revolusi Industri 4.0)	
4	Students are able to identify the environment that impacts digital business	1. Understand the business environment	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Students are able to identify the environment that impacts on digital business [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press] (Digital Business Environment Digital Business Environment)	

5	Students are able to formulate strategies for digital business	1. Formulation digital business strategy	K = Rubric	FL = Activity Learning Process DM = Lecture SA =	- Strategi dalam Dunia Digital [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.] (Strategi dalam Dunia Digital)	
6	Students are able to explain about supply chain management	1. understand supply chain management in digital business	K = Rubric	FL = Activity Learning Process DM = Lecture SA =	- Supply Chain Management [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.] (SCM)	
7	Students are able to explain e-procurement	1. Understand eprocurement	K = Rubric	FL = Activity Learning Process DM = Lecture SA =	- E-procurement [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press.] (e-procurement)	
8	Mid Semester Evaluation / Mid Semester Exam					

9	Students are able to explain digital marketing	1. Understand about digital marketing 2. Understand various social media channels 3. digital platforms	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Digital Marketing [Chaffey, Dave. 2015. Digital Business and E-Commerce Management: Strategy, Implementation, and Practice. Sixth Edition. Pearson.] (Digital Marketing)	
10	Students are able to explain customer relationship management	1. Understand about CRM	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- CRM [Mardia, dkk. 2021. Bisnis dan Ekonomi Digital. Yayasan Kita Menulis] (CRM)	
11	Students are able to analyse a case related to digital business	1. The results of the case analysis are in accordance with the factual situation	K = Rubric B = Assignment Case	FL = Activity Assignment Structured DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- Case Study [Chaffey, Dave. 2015. Digital Business and ECommerce Management: Strategy, Implementation, and Practice. Sixth Edition. Pearson.] (Case Study) - Case Study [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press] (Case Study)	

12	Students are able to explain change management	1. Give an opinion on change management 2. Understand the concept of change management	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Manajemen Perubahan [Chaffey, Dave. 2015. Digital Business and E-Commerce Management: Strategy, Implementation, and Practice. Sixth Edition. Pearson] (Manajemen Perubahan)	
13	Students are able to design digital business	1. Results design digital business	K = Rubric B = Assignment Project	FL = Activity Assignment Structured DM = Project-based learning SA = Making Project		- Project based [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press] (Project Based)	
14	Students are able to explain business digital services	1. Understanding of digital business services digital business	K = Rubric	FL = Activity Learning Process DM = Lecture SA =		- Pelayanan Digital [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press] (Pelayanan Digital)	

15	Students are able to analyse a case related to digital business	1. Understand digital digital cases	K = Rubric B = Task Case	FL = Activity Assignment Structured DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- Kasus Digital [Armstrong, Brian, and Lee, Gregory John. 2021. Introduction to Digital Business. Silk Route Press] (Kasus Digital)	
16	End of Semester Evaluation / End of Semester Exam						



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COURSE : Digital Business

Code: 152220452	Weight Credit Point (T/P): 2/0 Semester: 5	Project Cluster General	No: Date:
AUTHORISATION	AUTHORING TEAM	Curriculum Coordinator: Meilan Sugiarto	Programme Coordinator : Drs. Indro Herry Mulyanto, M. Si

Week (1)	Sub CLO (2)	Form of Assessment (Assessment) (%) (3)	Weight(%) (4)
	Sub CLO3 Students are able to identify technology in the industrial revolution 4.0 (C2, A1, P2)	Case Assignment () Project Task () Assignment () Written Test () Presentation () Participation ()	
	Sub CLO4 Students are able to identify the environment that impacts digital business (C6, A2, P2)	Case Assignment () Project Task () Assignment () Written Test () Presentation () Participation ()	
1,3,4	Sub CLO1 Students are able to describe the concepts of technological disruption and digitalisation (C1, A1, P2)	Case Assignment (0,0,0) Project Task (0,0,0) Assignment (0,0,0) Written Test (0,0,0) Presentation (0,0,0) Participation (0,0,0)	0 0 0 0 0 0
2	Sub CLO2 Students are able to explain about digital business (C1, A1, P2)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0

5	Sub CLO5 Students are able to formulate strategies for digital business (C6, A4, P4)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
6	Sub CLO6 Students are able to explain about supply chain management (C1, A2, P2)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
7	Sub CLO7 Students are able to explain e-procurement (C2, A2, P2)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
8	MIDTERM EVALUATION	WRITTEN TEST	35
9	Sub CLO8 Students are able to explain digital marketing (C2, A1, P4)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
10	Sub CLO9 Students are able to explain customer relationship management (C2, A1, P4)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
11	Sub CLO10 Students are able to analyse a case related to digital business (C2, A2, P4)	Case Assignment (5) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	5 0 0 0 0 0

12	Sub CLO11 Students are able to explain change management (C1, A2, P4)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
13	Sub CLO12 Students are able to design digital business (C6, A3, P4)	Case Assignment (0) Project Assignment (20) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 20 0 0 0 0
14	Sub CLO13 Students are able to explain business digital services (C2, A1, P2)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
15	Sub CLO14 Students are able to analyse a case related to digital business (C2, A2, P4)	Case Assignment (5) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	5 0 0 0 0 0
16	END-OF-SEMESTER EVALUATION	WRITTEN TEST	35
Total Assessment Weight			100%