



# UNIVERSITAS MATARAM

(University of Mataram)

## FAKULTAS TEKNIK

(Faculty of Engineering)

### PROGRAM STUDI TEKNIK INFORMATIKA

(Department of Informatics Engineering)

#### MODULE HANDBOOK DESCRIPTION

E-business (P22C02)

|                                                               |                                                                                                                                                                                                                                                                                                                                                                                   |
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| Module designation                                            | E-business                                                                                                                                                                                                                                                                                                                                                                        |
| Semester(s) in which the module is taught                     | 7 / fourth year                                                                                                                                                                                                                                                                                                                                                                   |
| Person responsible for the module                             | Nadiyahsari Agitha, S.Kom., M.MT                                                                                                                                                                                                                                                                                                                                                  |
| Language                                                      | Indonesian                                                                                                                                                                                                                                                                                                                                                                        |
| Relation to curriculum                                        | Preference                                                                                                                                                                                                                                                                                                                                                                        |
| Teaching methods                                              | Lectures, Discussions, Project                                                                                                                                                                                                                                                                                                                                                    |
| Workload (incl. contact hours, self-study hours)              | <p>Contact Hours every week, eachweek of the 16 weeks/semester including Evaluation</p> <ul style="list-style-type: none"> <li>• 2 x 50 minutes lecturer/week</li> <li>• 120 minutes class exercise/week</li> <li>• Self Study hours = 120 minutes/week</li> <li>• Midterm Exam = 90 minutes</li> <li>• Final Exam = 90 minutes</li> </ul> <p>Total workload 82,33 hours/week</p> |
| Credit points                                                 | 2 (~ 3,29 ECTS)                                                                                                                                                                                                                                                                                                                                                                   |
| Required and recommended prerequisites for joining the module | Information System                                                                                                                                                                                                                                                                                                                                                                |

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| Module objectives/intended learning outcomes | <p>In this course, students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a responsible and professional attitude towards work in their field of expertise independently and in a team, be responsible for personal/team performance, and be aware of the needs of lifelong learners and apply them in professional life.</li> <li>2. Have managerial and communication skills to build the team he manages. These communication skills (written and oral), will support their role in initiating and developing collaborative networks with various sectors. And able to design, run a business and develop it based on knowledge.</li> <li>3. Able to use and manage infrastructure and design and build a system based on the evaluation of current conditions, then analyze the system developed as a result of systematic evaluation and observation and apply it innovatively on the business side that will be run.</li> <li>4. Mastering local issues including limited physical and human resources; and able to solve and evaluate local problems based on the latest information technology.</li> </ol> |
| Content                                      | <p>This course aims to enable students to apply e-business to help local communities benefit so that they can improve the welfare of the community. This course will discuss Introduction to e-business, E-commerce, e-business models, e-business infrastructure, e-business technology, e-business strategies, e-marketing, starting a business, business management criteria, Consumer Behaviour Analysis, Business Transformation, Business Analysis and Design and Implementation and Maintenance of e-business Enterprises.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Examination forms                            | <i>Assignments, Quiz, Project (Oral Presentation)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Study and examination requirements           | <i>Assignments 20%,<br/>Quiz 25%,<br/>Project 55%</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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| Reading list | <ol style="list-style-type: none"> <li>1. R. E. K. O. Indrajit, "E-BUSINESS."</li> <li>2. R. E. Indrajit, Electronic Commerce; Strategi dan Konsep Bisnis Di Dunia Maya, vol. 148. .</li> <li>3. M. Kurtz, Introduction to E-commerce: Combining Business and Information Technology. 2016.<br/>D. Chaffey, E-business and E-commerce Management: Strategy, Implementation and Practice - Dave Chaffey Google Livros. 2007.</li> <li>4. D. R. Kalakota and M. Robinson, e-Business 2.0. 2000.</li> <li>5. E. Constantinides and S. J. Fountain, "Web 2.0: Conceptual foundations and marketing issues," J. Direct, Data Digit. Mark. Pract., vol. 9, no. 3, pp. 231–244, 2008, doi: 10.1057/palgrave.ddmp.4350098.</li> <li>6. C. Combe, Introduction to E-business Management and Strategy, vol. 148. .</li> <li>7. K. Logan, "An introduction to business archives," Int. Bus. Arch. Handb., pp. 2–31, 2018, doi: 10.4324/9781315207841-1.</li> <li>8. A. Walz, N. Lindsay, S. Soni, and V. T. Libraries, "Preface Teamwork in Business," Pamplin Coll. Bus. Virginia Tech Libr., vol. 1345, no. July 2016, pp. 10–27, 2016.</li> <li>9. T. Coltman, T. M. Devinney, 'Alopi Latukefu, and D. F. Midgley, "E-business: Revolution, evolution, or hype?," Calif. Manage. Rev., no. 1, pp. 57–86, 2001, doi: 10.2307/41166111.</li> <li>10. Managers and the Legal Environment: Strategies for Business 9th Edition</li> <li>11. 2. E-Commerce 2019: Business, Technology and Society 15th</li> </ol> |
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