


14. E-COMMERCE

		<p style="text-align: center;">Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya Program Studi S1 Manajemen Bachelor Degree of Management Study Program</p>				<p style="text-align: center;">Kode Dokumen Document Code</p>	
<p>RENCANA PEMBELAJARAN SEMESTER Semester Lesson Plan</p>							
<p>MATA KULIAH (MK) COURSE</p>		<p>KODE CODE</p>	<p>Rumpun MK CLUSTER</p>	<p>BOBOT (sks) WEIGHT (credits)</p>		<p>SEMESTER</p>	<p>Tgl Penyusunan Compilation Date</p>
<p>E-Commerce</p>		<p>MPB-PK 160517</p>	<p>Manajemen</p>	<p>T=3</p>	<p>P=0</p>	<p>6</p>	
<p>OTORISASI AUTHORIZATION</p>		<p>Pengembang RPS Developer</p>		<p>Koordinator RMK Coordinator</p>		<p>Ketua PRODI Head of the Study Program</p>	
				<p>Ira Ningrum Resmawa,SE.,MM.,CMA Dr.Fariz,SE.,MM.,ICPM</p>		<p>Ira Ningrum Resmawa,SE.,MM.,CMA</p>	
<p>Capaian Pembelajaran (CP) Program Learning Outcome (PLO)</p>	<p>CPL-PRODI yang dibebankan pada MK PLO charged in this course</p>						
	<p>CPL1 PLO1</p>	<p>Lulusan mampu menguasai teori bidang manajemen secara menyeluruh. Graduates are able to master the theory of the field of management.</p>					
	<p>CPL5 PLO5</p>	<p>Lulusan mampu mengaplikasikan teknologi informasi dalam pengelolaan data keuangan, pemasaran, dan SDM dengan tepat. Graduates are able to apply information technology in managing financial, marketing, and human resource data properly.</p>					
	<p>CPL6 PLO6</p>	<p>Lulusan mampu mengembangkan ide usaha dalam lingkungan bisnis global secara kreatif. Graduates are able to creatively develop business ideas in a global business environment.</p>					
	<p>CPL9 PLO9</p>	<p>Lulusan mampu mengembangkan jiwa entrepreneurial leadership secara berkelanjutan. Graduates are able to develop an entrepreneurial leadership spirit in a sustainable manner.</p>					
	<p>Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO)</p>						
	<p>CPMK1 CLO1</p>	<p>C2. Mahasiswa mampu memahami konsep e-business dan e-commerce C2. Students are able to understand the concept of e-business and e-commerce.</p>					

CPMK2 CLO2	C2. Mahasiswa mampu memahami online trading dan transaksi online C2. Students are able to understand the online trading and transaction.
CPMK3 CLO3	C3. Mahasiswa mampu menganalisis model e-business dan e-commerce C3. Students are able to analyze e-business and e-commerce model.
CPMK4 CLO4	A4. Mahasiswa mampu mengorganisasikan arsitektur aplikasi dari e-commerce website yang didesain A4. Students are able to organize apps architecture from designed e-commerce website.
CPMK5 CLO5	P5. Mahasiswa mampu mendesain software e-commerce P5. Students are able to design e-commerce software.
Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)	
Sub-CPMK1 Sub-CLO1	Memahami definisi dan karakteristik dasar dari E-Commerce Understand definition and basic characteristics of e-commerce.
Sub-CPMK2 Sub-CLO2	Memahami fungsi dan kegunaan dari E-Commerce. Understand function and benefits of e-commerce.
Sub-CPMK3 Sub-CLO3	Memahami detail dari proses bisnis dan model bisnis e-commerce Understand the details of business process and model of e-commerce
Sub-CPMK4 Sub-CLO4	Memahami tentang bisnis model B2C dan B2B Understand about B2C and B2B business models
Sub-CPMK5 Sub-CLO5	Memahami infrastruktur networking di balik e-commerce Understand network infrastructure of e-commerce.
Sub-CPMK6 Sub-CLO6	Memahami cara kerja jaringan Understand e-commerce network
Sub-CPMK7 Sub-CLO7	Menjelaskan dasar-dasar software untuk web server Understand basic softwares for web-server
Sub-CPMK8 Sub-CLO8	Memahami konsep aplikasi mobile commerce. Understand the concept of apps in mobile commerce
Sub-CPMK9 Sub-CLO9	Memahami pengembangan konten untuk sistem mobile commerce. Understand content development for mobile commerce system.
Sub-CPMK10 Sub-CLO10	Memahami bahasa-bahasa pemrograman dan script untuk pengembangan web Understand language programming and script for web development.
Sub-CPMK11 Sub-CLO11	Mendesain aplikasi basis data dan hosting e-commerce Design data-based apps and e-commerce hosting
Sub-CPMK12 Sub-CLO12	Memahami tentang system pengamanan e-commerce Understand e-commerce security system

	Sub-CPMK13 Sub-CLO13	Mendesain Konsep periklanan pada e-commerce Design advertisement for e-commerce																
	Sub-CPMK14 Sub-CLO14	Mengevaluasi tampilan e-commerce website Evaluate e-commerce website																
	Korelasi CPMK terhadap Sub-CPMK Correlation of CLO to Sub-CLO																	
	Sub-CPMK1 Sub-CLO1	Sub-CPMK1 Sub-CLO1	Sub-CPMK3 Sub-CLO3	Sub-CPMK4 Sub-CLO4	Sub-CPMK5 Sub-CLO5	Sub-CPMK6 Sub-CLO6	Sub-CPMK7 Sub-CLO7	Sub-CPMK8 Sub-CLO8	Sub-CPMK9 Sub-CLO9	Sub-CPMK10 Sub-CLO10	Sub-CPMK11 Sub-CLO11	Sub-CPMK12 Sub-CLO12	Sub-CPMK13 Sub-CLO13	Sub-CPMK14 Sub-CLO14				
	CPMK1 CLO1	√	√	√														
	CPMK2 CLO2				√	√												
	CPMK3 CLO3						√	√										
	CPMK4 CLO4								√	√	√	√	√					
	CPMK5 CLO5													√	√			
Deskripsi Singkat MK Brief description of the course	<p>Mata kuliah ini Kursus ini mengajarkan bagaimana melakukan bisnis online dan bagaimana mengelola masalah teknologi yang terkait dengan pembangunan situs web perdagangan elektronik. Mahasiswa akan mempelajari bagaimana penerapan teknologi dapat melibatkan pemegang kartu, pedagang, penerbit, gateway pembayaran, dan pihak lain dalam transaksi elektronik. Mata kuliah ini menyajikan konsep dan keterampilan untuk penggunaan strategis e-commerce dan teknologi informasi terkait dari tiga perspektif: bisnis ke konsumen (B2C), bisnis-ke-bisnis (B2B), dan intra-organisasi dan peran e-commerce dalam mengubah struktur seluruh industri, dan bagaimana pengaruhnya terhadap proses bisnis termasuk transaksi elektronik, rantai pasokan, pengambilan keputusan dan kinerja organisasi.</p> <p>This course teaches how to do business online and how to manage the technology issues associated with building an e-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 technology 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 industry, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.</p>																	

Bahan Kajian: Materi Pembelajaran Learning Materials	<ol style="list-style-type: none"> 1. Basic characteristics of e-commerce 2. Business processes and e-commerce business models 3. B2C and B2B business models 4. The networking infrastructure behind e-commerce 5. How the network works 6. The concept of e-commerce mobile applications 7. Programming languages and scripts for web development 8. Database applications and e-commerce hosting 9. E-commerce security system 10. Online payment basics 11. The concept of advertising in e-commerce 	
Pustaka References	Utama: Primary:	
	<ol style="list-style-type: none"> 1. Schneider, G. P. (2004) Electronic Commerce: The Second Wave. Canada: Thomson Course Technology. 2. Alan Afuah dan Christopher L Tucci. (2003). Internet Business Model dan Strategy. McGraw Hill 	
	Pendukung: Supplement:	
Dosen Pengampu Lecturers	Ira Ningrum Resmawa,SE.,MM.,CMA Dr.Fariz,SE.,MM.,ICPM Achmad Efendi,SE.,MM	
Matakuliah syarat Requirements course	-	

Mg Ke-Week	Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)	Penilaian Assessment		Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu] Learning Form, Learning Methods, Student Assignment, [Estimated time]		Materi Pembelajaran [Pustaka] Learning materials [References]	Bobot Penilaian (%) rating weight
		Indikator Indicators	Kriteria & Teknik Criteria & Technic	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Memahami definisi dan karakteristik dasar dari E-Commerce Understand the definition and basic characteristics of E-Commerce	1.3. Memahami konsep e-business dan e-commerce 1.4. Memahami fungsi dan manfaat e-commerce 1.5. Memahami online trading dan transaksi online 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	Kriteria: Holistic Rubric Criteria : Holistic Rubric Teknik: Powerpoint Presentation YouTube Video Technique: Powerpoint Presentation YouTube Videos		Microsoft Teams [PB: 1x(3x50")] Summarize Case Study [PT+KM: (1+1)x(3x60")]		
2	Memahami detail dari proses bisnis dan model bisnis e-commerce	2.4. Memahami model e-business 2.1. Understanding the e-business model	Kriteria: Holistic Criteria :		Microsoft Teams. [PB: 1x(3x50")] Analyze Case Study.		

	Understand the details of business process and model of e-commerce		Holistic Teknik: Powerpoint YouTube Video Technique: Power point YouTube Videos		[PT+KM: (1+1)x(3x60'')]		
3	Memahami detail dari proses bisnis dan model bisnis e-commerce Understand the details of e-commerce business processes and business models	3.1. Menganalisis detail proses bisnis dan model bisnis e-commerce 3.2. Memahami tentang Electronic Data Interchange 3.3. Memahami rantai pasokan e-commerce 3.1. Analyze details of business processes and e-commerce business models 3.2. Understanding about Electronic Data Interchange 3.3. Understanding the e-commerce supply chain	Kriteria: Holistic Criteria : Holistic Teknik: Powerpoint YouTube Video Technique: Power point YouTube Videos		Microsoft Teams [PB: 1x(3x50'')] Present Case Study Analysis [PT+KM: (1+1)x(3x60'')]		
4	Memahami tentang bisnis model B2C dan B2B Understand about B2C and B2B business models	4.6. Menganalisis perbedaan B2C dan B2B 4.7. Mendeskripsikan sistem e-banking dan komunitas virtual 4.1. Analyzing the difference between B2C and B2B 4.2. Describe the e-banking system and virtual community	Kriteria: Holistic Rubric Criteria : Holistic Rubric Teknik: Powerpoint YouTube Video Technique: Power point		Microsoft Teams [PB: 1x(3x50'')] Analyze e-banking system [PT+KM: (1+1)x(3x60'')]		

			YouTube Videos			
5	Memahami infrastruktur networking di balik e-commerce Understand network infrastructure of e-commerce.	5.1. Menjelaskan tentang infrastruktur jaringan (domain, ISP, web hosting) 5.2. Menjelaskan markup language, intranet dan extranet 5.1. Explain about network infrastructure (domain, ISP, web hosting) 5.2. Explain markup languages, intranets and extranets	Kriteria: Holistic Rubric Criteria : Holistic Rubric Teknik: Powerpoint YouTube Video Technique: Power point YouTube Videos		Microsoft Teams [PB: 1x(3x50'')] Summarize book chapter [PT+KM: (1+1)x(3x60'')]	
6	Memahami cara kerja jaringan Understand e-commerce network	6.1. Menjelaskan internet connection option 6.2. Menjelaskan cara kerja jaringan (komponen client dan server pada berbagai protocol) 6.1. Explain internet connection options 6.2. Explain how the network works (client and server components on various protocols)	Kriteria: Holistic Rubric Criteria : Holistic Rubric Teknik: Powerpoint Presentation YouTube Video Technique: Powerpoint Presentation YouTube Videos		Microsoft Teams [PB: 1x(3x50'')] Group Presentation about Internet Option Selection [PT+KM: (1+1)x(3x60'')]	
7	Menjelaskan dasar-dasar software untuk web server	7.2. Menjelaskan dasar-dasar software untuk web server 7.3. Menjelaskan website dan internet utility program 7.4. Menjelaskan hardware web server	Kriteria: Holistic Rubric Criteria : Holistic Rubric		Microsoft Teams [PB: 1x(3x50'')]	

	Understand basic softwares for web-server	<p>7.1. Explain the basics of software for web servers</p> <p>7.2. Explain websites and internet utility programs</p> <p>7.3. Explain web server hardware</p>	<p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Discuss about software for e-commerce building [PT+KM: (1+1)x(3x60'')]</p>		
8	Evaluasi Tengah Semester / Ujian Tengah Semester Midterm Exam						
9	<p>Memahami konsep aplikasi mobile e-commerce</p> <p>Understand the concept of apps in mobile commerce</p>	<p>9.1. Menjelaskan konsep mobile dan teknologi selular</p> <p>9.2. Memahami aplikasi dan pengembangan konten untuk sistem mobile</p> <p>9.3. Memahami konsep sistem mobile commerce</p> <p>9.1. Explain the concept of mobile and cellular technology</p> <p>9.2. Understanding applications and content development for mobile systems</p> <p>9.3. Understand the concept of mobile commerce system</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Microsoft Teams [PB: 1x(3x50'')]</p> <p>Creating prototype for e-commerce apps [PT+KM: (1+1)x(3x60'')]</p>		
10	<p>Memahami konsep aplikasi mobile e-commerce</p> <p>Understand the concept of apps in mobile commerce</p>	<p>10.2. Memahami langkah-langkah membangun e-commerce site</p> <p>10.3. Mengidentifikasi model bisnis dari commercial website yang akan didesain</p> <p>10.4. Memahami arsitektur digital dari e-commerce website yang akan didesain</p> <p>10.5. Memahami software yang dibutuhkan untuk pengembangan aplikasi e-commerce</p>	<p>Kriteria: Holistic</p> <p>Kriteria: Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique:</p>		<p>Microsoft Teams [PB: 1x(3x50'')]</p> <p>Creating prototype for e-commerce apps [PT+KM: (1+1)x(3x60'')]</p>		

		<p>10.1. Understand the steps to build an e-commerce site</p> <p>10.2. Identify the business model of the commercial website to be designed</p> <p>10.3. Understand the digital architecture of the e-commerce website to be designed</p> <p>10.4. Understand the software needed for e-commerce application development</p>	<p>Power point</p> <p>Youtube Videos</p>			
11	<p>Memahami bahasa-bahasa pemrograman dan script untuk pengembangan web</p> <p>Understand language programming and script for web development.</p>	<p>11.4. Merancang aplikasi basis data dan hosting e-commerce</p> <p>11.1. Designing database applications and e-commerce hosting</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Microsoft Teams [PB: 1x(3x50")]</p> <p>Creating prototype for e-commerce apps [PT+KM: (1+1)x(3x60")]</p>	
12	<p>Mendesain aplikasi basis data dan hosting e-commerce</p> <p>Design data-based apps and e-commerce hosting</p>	<p>12.2. Menjelaskan tentang system pengaman e-commerce</p> <p>12.1. Explain about e-commerce security system</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Microsoft Teams [PB: 1x(3x50")]</p> <p>Creating prototype for e-commerce apps [PT+KM: (1+1)x(3x60")]</p>	

13	<p>Memahami tentang system pengamanan e-commerce</p> <p>Understand security system of e-commerce</p>	<p>13.1.Menjelaskan jenis pembayaran online (e-money, credit card, debit card, PayPal)</p> <p>13.1. Explain the types of online payments (e-money, credit card, debit card, PayPal)</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Microsoft Teams [PB: 1x(3x50'')]</p> <p>Creating prototype for e-commerce apps [PT+KM: (1+1)x(3x60'')]</p>		
14	<p>Mendesain Konsep periklanan pada e-commerce</p> <p>Design advertisement concept in e-commerce</p>	<p>14.1.Menjelaskan strategi pemasaran web</p> <p>14.2.Menjelaskan segmentasi pasar website</p> <p>14.3.Merancang customer relationship management website</p> <p>14.1.Explain web marketing strategy</p> <p>14.2.Explain website market segmentation</p> <p>14.3.Designing a customer relationship management website</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint Youtube Video</p> <p>Technique: Power point Youtube Videos</p>		<p>Microsoft Teams [PB: 1x(3x50'')]</p> <p>Presenting prototype for e-commerce apps [PT+KM: (1+1)x(3x60'')]</p>		
15	<p>Mengevaluasi tampilan e-commerce website</p> <p>Evaluates the e-commerce website interface</p>	<p>15.1. Mereview efektivitas tampilan muka proyek e-commerce website</p> <p>15.1.Reviewing the effectiveness of the e-commerce website project interface</p>	<p>Kriteria: Holistic Rubric</p> <p>Criteria : Holistic Rubric</p> <p>Teknik: Powerpoint</p>		<p>Microsoft Teams [PB: 1x(3x50'')]</p> <p>E-commerce Digital performance analysis report [PT+KM: (1+1)x(3x60'')]</p>		

			Youtube Video				
			Technique: Power point Youtube Videos				
16	Evaluasi Akhir Semester / Ujian Akhir Semester Final Semester Examination						

Catatan:

1. Capaian Pembelajaran PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan, dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/ pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.
3. CP Mata Kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif dan kualitatif.
7. Teknik penilaian: tes dan non-tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat, dan/atau bentuk pembelajaran lain yang setara.
9. Metode pembelajaran: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah prosentase penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tersebut dan totalnya 100%.
12. PB=Proses Belajar, PT=Penugasan Terstruktur, KM=Kegiatan Mandiri.

Note:

1. Learning Outcomes of Study Programs (CPL-PRODI) are abilities possessed by each graduate of the Study Program which are the internalization of attitudes, assignment of knowledge, and skills according to the level of study programs obtained through the learning process.
2. The CPL that is charged to the course is a number of learning outcomes for graduates of the study program (CPL-PRODI) which are used for the formation/development of a course consisting of aspects of attitudes, general skills, special skills, and knowledge.
3. Course CP (CPMK) is the ability that is specifically described from the CPL that is charged to the course, and is specific to the study material or learning material for the course.
4. Subject Sub-CP (Sub-CPMK) is the ability that is described specifically for the learning material of the course.
5. Indicators of the assessment of ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. Assessment Criteria are benchmarks used as measures or benchmarks for learning achievement in assessment based on predetermined indicators. Assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be both quantitative and qualitative.
7. Assessment techniques: 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 that can be presented in the form of several main points and sub-topics.
11. The weight of the assessment is the percentage of assessment of each achievement of the sub-CPMK which is proportional to the level of difficulty of achieving the sub-CPMK and the total is 100%.
12. PB=Learning Process, PT=Structured Assignments, KM=Independent Activities.