

# **RENCANA PEMBELAJARAN SEMESTER E-BUSINESS**



**Disusun Oleh :**

**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA**

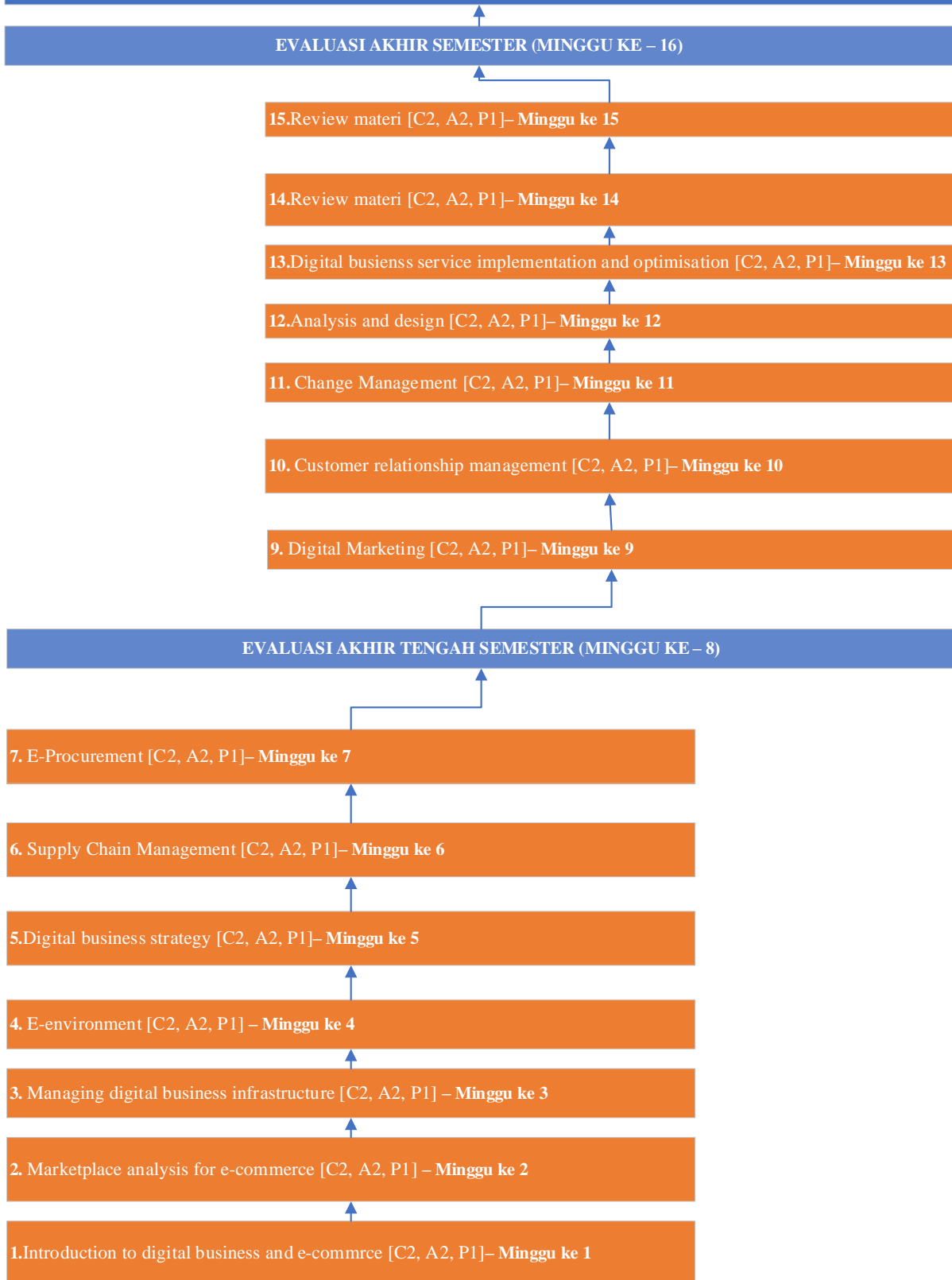
**PROGRAM STUDI SISTEM INFORMASI**

**2020**

## DIAGRAM ANALISIS HASIL PEMBELAJARAN MATAKULIAH E - BUSINESS

### CAPAIAN PEMBELAJARAN MATAKULIAH E-BUSINESS

1. Introduction Digital Business and E-Commerce Management [P4,KU12,KK]
2. Strategy and application Digital Business and E-Commerce Management [P4,KU12,KK]
3. Implementation Digital Business and E-Commerce Management [P4,KU12,KK]





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**RENCANA PEMBELAJARAN SEMESTER**

<b>MATA KULIAH</b>	<b>KODE</b>	<b>Rumpun Mata Kuliah</b>	<b>BOBOT(sks)</b>	<b>SEMESTER</b>	<b>Tgl Penyusunan</b>
E-Buisness		Sistem Informasi	3		
<b>OTORISASI</b>	<b>Dosen Pengembang RPS</b>	<b>Koordinator RMK</b>	<b>Kepala Program Studi</b>		
			Lila Sertiyani, S.T, M.Kom		
<b>Capaian Pembelajaran (CP)</b>	<b>CPL-PRODI</b>				
	P4	Memiliki pengetahuan sesuai dengan capaian pembelajaran program studi S1 sistem Informasi			
	KU12	Memiliki kecakapan hidup sesuai capaian pembelajaran program studi Sistem Informasi			
	KK	Mampu mengembangkan teori serta metode atau teknik pada domain management and governance(MAGO) atau informatics concepts (INCO)			
	<b>CP-MK</b>				
	M1	Introduction Digital Business and E-Commerce Management[P4,KU12,KK]			
	M2	Strategy and application Digital Business and E-Commerce Management [P4,KU12,KK]			
	M3	Implementation Digital Business and E-Commerce Management [P4,KU12,KK]			
<b>Deskripsi Mata Kuliah</b>	Mata kuliah ini mengajarkan kepada mahasiswa tentang konsep E-Business serta prakteknya				
<b>Materi Pembelajaran / Pokok Bahasan</b>	<b>SUB-CP-MK</b>				
	<ol style="list-style-type: none"> <li>1. Introduction to digital business adn e-commerce [M1]</li> <li>2. Marketplace analysis for e-commerce[M1]</li> <li>3. Manageing digital business infrastructure [M1]</li> <li>4. E-environment [M1]</li> <li>5. Digital business strategy [M2]</li> <li>6. Supply chain management [M2]</li> <li>7. E-procurement [M2]</li> <li>8. Digital Marketing [M2]</li> <li>9. Customer relatinshio menagemnt [M2]</li> </ol>				

	10. Change management [M3] 11. Analysis and design [M3] 12. Digital business service implementation and optimisation[M3]					
<b>Pustaka</b>	<b>Utama :</b>					
	Chaffey, Dave (2015), <a href="#">Digital Business and E-Commerce Management</a> . UK : Pearson Education Limited					
	<b>Pendukung :</b>					
<b>Media Pembelajaran</b>	<b>Perangkat Lunak :</b>			<b>Perangkat Keras :</b>		
	Microsoft Word			Proyektor , Papan Tulis ,Spidol, Penghapus		
<b>Tema Teaching</b>						
<b>Matakuliah Syarat</b>						
<b>Mg Ke-</b>	<b>Sub-CP-MK (sbg kemampuan akhir yang diharapkan)</b>	<b>Indikator</b>	<b>Kriteria &amp; Bentuk Penilaian</b>	<b>Metode Pembelajaran [Estimasi Waktu]</b>	<b>Materi Pembelajaran [Pustaka]</b>	<b>Bobot Penilaian[%]</b>
1	Introduction to digital business and e-commrce [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>Introduction to digital business and e-commrce</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	<ul style="list-style-type: none"> <li>Kuliah dan diskusi [TM 3 x 50”]</li> </ul>	<ul style="list-style-type: none"> <li>Introduction</li> <li>The impact of electronic communications on traditional businesses</li> <li>What difference between digital business and e-commerce</li> <li>Digital business opportunities</li> <li>Risk and barriers to digital business adoption</li> <li>Barriers to consumer technology adoption</li> </ul>	5%

2	Marketplace analysis for e-commerce [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ Marketplace analysis for e-commerce	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Online marketplace analysis</li> <li>▪ Location of trading in the marketplace</li> <li>▪ Business models for e-commerce</li> <li>▪ Focus on online start-up companies</li> </ul>	
3	Managing digital business infrastructure [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ Managing digital business infrastructure	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Digital business infrastructure components</li> <li>▪ A short introduction to internet technology</li> <li>▪ Management issue in creating new customer-facing digital service</li> <li>▪ Focus on web service, Saas, Cloud Computing and service-oriented architecture(SOA)</li> <li>▪ Managing internal digital communication through intranets and extranets</li> <li>▪ Web presentation and data exchange standards</li> <li>▪ Focus on internet governance</li> </ul>	5%

4	E-environment [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ E-environment	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test</b> : Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Social and legal factors</li> <li>▪ Environment and green issues related to internet usage</li> <li>▪ Taxation</li> <li>▪ Economic and competitive factors</li> <li>▪ Political Factors</li> <li>▪ E-goverment</li> <li>▪ Technological innovations and technology assesement</li> </ul>	5%
5	Digital business strategy [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ Digital business strategy	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test</b> : Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ What is digital business strategy</li> <li>▪ Strategy analysis</li> <li>▪ Strategic objectives</li> <li>▪ Startegy definition</li> <li>▪ Strategy implementation</li> <li>▪ Focus on aligning an impact digital business strategies</li> </ul>	10%
6	Supply Chain Management [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ Supply Chain Management	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test</b> : Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ What is supply chain management ?</li> <li>▪ Focus on the value chain</li> <li>▪ Option for restructuring the supply chain</li> </ul>	10%

					<ul style="list-style-type: none"> <li>▪ Using digital business to restructure the supply chain</li> <li>▪ Supply chain management implementation</li> <li>▪ Goal-setting and performance management for e-SCM</li> </ul>	
7	E-Procurement [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <ul style="list-style-type: none"> <li>▪ E-Procurement</li> </ul>	<p><b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab</p>	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ What is e-procurement ?</li> <li>▪ Drivers of e-procurement</li> <li>▪ Focus on estimating e-procurement costs</li> <li>▪ Barriers and risks of e-procurement adoption</li> <li>▪ Implementing e-procurement</li> <li>▪ Focus on B2B marketplace</li> </ul>	5%
<b>UJIAN TENGAH SEMESTER</b>						
9	Digital Marketing [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam :</p> <ul style="list-style-type: none"> <li>▪ Digital Marketing</li> </ul>	<p><b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab</p>	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ What is digital marketing ?</li> <li>▪ Digital marketing planning</li> <li>▪ Situation analysis</li> <li>▪ Objective setting</li> <li>▪ Strategy</li> <li>▪ Focus on characteristics of</li> </ul>	5%

					digital media communications <ul style="list-style-type: none"> <li>▪ Tactics</li> <li>▪ Focus on online branding</li> </ul>	
10	Customer relationship management [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> <li>▪ Customer relationship management</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ What is e-CRM ?</li> <li>▪ Conversion marketing</li> <li>▪ The online buying process</li> <li>▪ Customer acquisition management</li> <li>▪ Focus on marketing communication for customer acquisition, including search engine marketing , online PR, online partnership, interactive advertising a, email marketing and social media marketing</li> <li>▪ Focus on social media and social CRM strategy</li> <li>▪ Customer relation management</li> <li>▪ Focus on excelling in e-commerce service quality</li> <li>▪ Customer extension</li> <li>▪ Technology solutions for CRM</li> </ul>	15%
11	Change Management [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami :	<b>Kriteria :</b>	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction</li> </ul>	5%



		<ul style="list-style-type: none"> <li>Change Management</li> </ul>	<p>Ketepatan dan penguasaan</p> <p><b>Bentuk Non Test :</b> Tanya jawab</p>	[TM 3 x 50"]	<ul style="list-style-type: none"> <li>The challenges of digital business transformations</li> <li>Different types of change in business</li> <li>Planning change</li> <li>Human resource requirements</li> <li>Revising organisational structures</li> <li>Approaches to managing change</li> <li>Focus on knowledge management</li> <li>Towards the social business</li> <li>Risk management</li> </ul>	
12	Analysis and design [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : Analysis and design	<p><b>Kriteria :</b> Ketepatan dan penguasaan</p> <p><b>Bentuk Non Test :</b> Tanya jawab</p>	<ul style="list-style-type: none"> <li>Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>Introduction</li> <li>Analysis for digital technology projects</li> <li>Process modelling</li> <li>Data modelling</li> <li>Design for digital technology projects</li> <li>Focus on user-centered site design and customer experience management</li> <li>Focus on security design for digital business</li> </ul>	5%
13	Digital business service implementation and	Ketepatan dan penguasaan dalam memahami :	<p><b>Kriteria :</b> Ketepatan dan penguasaan</p>	<ul style="list-style-type: none"> <li>Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>Introduction</li> </ul>	5%

	optimisation [C2, A2, P1]	<ul style="list-style-type: none"> <li>Digital busienss service implementation and optimisation</li> </ul>	<b>Bentuk Non Test :</b> Tanya jawab		<ul style="list-style-type: none"> <li>Alternatives for aquiring digital business systems</li> <li>Testing</li> <li>Changeover</li> <li>Content management and maintenance</li> <li>Focus on web analytics : measuring and improving perfomance of digital business service</li> <li>Focus on measuring social media marketing.</li> </ul>	
14	Review materi [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"> <li>Review materi</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	<ul style="list-style-type: none"> <li>Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>Review materi</li> </ul>	5%
15	Review materi [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"> <li>Review materi</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	<ul style="list-style-type: none"> <li>Kuliah dan diskusi [TM 3 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>Review materi</li> </ul>	5%
<b>UJIAN AKHIR SEMESTER</b>						

Catatan :

- 1) TM : Tatap muka , BT : Belajar Terstruktur , BM : Belajar Mandiri
- 2) [TM 2x50"] dibaca : 2 sks x 50 menit = 150 menit
- 3) [BT+BM: (1x50")]dibaca : belajar terstuktut dan mandiri 1x 50 menit
- 4) Mahasiswa memahami Introduction to digital business and e-commrce [C2,A2,P2] : menunjukkan bahwa sub-CPMK ini mengandung kemampuan ranah taksonomi kognitif level 2(memahami), ranah taksonomi afektif level 2 (menanggapi) dan ranah taksonomi psikomotorik level 1(meniru)



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**RENCANA TUGAS MAHASISWA**

<b>MATA KULIAH</b>	<b>E-BUSINESS</b>				
<b>KODE</b>		<b>SKS</b>	<b>3</b>	<b>SEMESTER</b>	
<b>DOSEN PENGAMPU</b>					
<b>BENTUK TUGAS</b>					
<b>JUDUL TUGAS</b>					
<b>SUB CAPAIN PEMBELAJARAN MATA KULIAH</b>					
<b>DISKRIPSI TUGAS</b>					
<b>METODE Pengerjaan Tugas</b>	1.				
<b>BENTUK DAN FORMAT LUARAN</b>	a. Obyek garapan : b. Bentuk Luaran :				
<b>INDIKATOR , KRITERIA DAN BOBOT PENILAIAN</b>	a. Hasil analisis (%) b. Hasil dokumentasi (%)				
<b>JADWAL PELAKSANAAN</b>					
<b>LAIN - LAIN</b>	Tugas wajib				
<b>DAFTAR RUJUKAN</b>					



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**RENCANA UJIAN TENGAH SEMESTER MAHASISWA**

<b>MATA KULIAH</b>	<b>E-BUSINESS</b>				
<b>KODE</b>		<b>SKS</b>	<b>3</b>	<b>SEMESTER</b>	
<b>DOSEN PENGAMPU</b>					
<b>BENTUK UJIAN TENGAH SEMESTER</b>					
<b>JUDUL UJIAN TENGAH SEMESTER</b>					
<b>DISKRIPSI UJIAN TENGAH SEMESTER</b>					
<b>METODE UJIAN TENGAH SEMESTER</b>					
<b>BENTUK DAN FORMAT LUARAN</b>					
a. Obyek garapan :					
b. Bentuk Luaran :					
<b>INDIKATOR , KRITERIA DAN BOBOT PENILAIAN</b>					
Hasil analisis (100%)					
<b>JADWAL PELAKSANAAN</b>					
<b>LAIN - LAIN</b>					
<b>DAFTAR RUJUKAN</b>					



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**RENCANA UJIAN AKHIR SEMESTER MAHASISWA**

<b>MATA KULIAH</b>	<b>E-BUSINESS</b>				
<b>KODE</b>		<b>SKS</b>	<b>3</b>	<b>SEMESTER</b>	
<b>DOSEN PENGAMPU</b>					
<b>BENTUK UJIAN AKHIR SEMESTER</b>					
<b>JUDUL UJIAN AKHIR SEMESTER</b>					
<b>DISKRIPSI UJIAN AKHIR SEMESTER</b>					
<b>METODE UJIAN AKHIR SEMESTER</b>					
1.					
<b>BENTUK DAN FORMAT LUARAN</b>					
a. Obyek garapan :					
b. Bentuk Luaran :					
<b>INDIKATOR , KRITERIA DAN BOBOT PENILAIAN</b>					
<b>JADWAL PELAKSANAAN</b>					
<b>LAIN - LAIN</b>					
<b>DAFTAR RUJUKAN</b>					