

RENCANA PEMBELAJARAN SEMESTER E-COMMERCE



Disusun Oleh :

**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA
PROGRAM STUDI SISTEM INFORMASI
2020**

DIAGRAM ANALISIS HASIL PEMBELAJARAN MATAKULIAH E-COMMERCE

CAPAIAN PEMBELAJARAN MATAKULIAH E-COMMERCE

1. Overview of E-Commerce and E-Marketplace [P4,KU12,KK]
2. E-Commerce Applications [P4,KU12,KK]
3. Emerging EC Platforms [P4,KU12,KK]
4. EC Support Service [P4,KU12,KK]
5. E-Commerce Strategy and Implementation [P4,KU12,KK]





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RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH	KODE	Rumpun Mata Kuliah	BOBOT(sks)	SEMESTER	Tgl Penyusunan
E-COMMERCE		Sistem Informasi	3		
OTORISASI	Dosen Pengembang RPS	Koordinator RMK	Kepala Program Studi		
			Lila Sertiyani, S.T, M.Kom		
Capaian Pembelajaran (CP)	CPL-PRODI				
	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)			
	CP-MK				
	M1	Overview of E-Commerce and E-Marketplace[P4,KU12,KK]			
	M2	E-Commerce Applications[P4,KU12,KK]			
	M3	Emerging EC Platforms [P4,KU12,KK]			
	M4	EC Support Service [P4,KU12,KK]			
	M5	E-Commerce Strategy and Implementation [P4,KU12,KK]			
Deskripsi Mata Kuliah	Mata kuliah ini mengajarkan kepada mahasiswa untuk memahami dan mengaplikasikan E-Commerce				
Materi Pembelajaran / Pokok Bahasan	SUB-CP-MK				
	<ol style="list-style-type: none"> 1. Overview of Electronic Commerce [M1] 2. E-Commerce : Mechanisms, Platforms, and tools[M1] 3. Retailing in Electronic Commerce : Product and Service [M1] 4. Business-to-Business E-Commerce [M1] 5. Innovation EC System : From E-Government to E-Learning, E-Health, Sharing, Economy and P2P Commerce [M1] 6. Mobile Commerce and The Internet of Things [M3] 				

	7. Intellegent (Smart) E-Commerce [M3] 8. Social commerce : Foundation, Social Marketing and Advertising[M3] 9. Social Enteprise and Other Social Commerce topics [M3] 10. Marketing and Advertising in E-Commerce [M4] 11. E-Commerce Security and Fraud Issue and Protections [M4] 12. Electronic Commerce Payment System [M4] 13. Order Fulfilment Along the Supply Chain in e-Commerce [M4] 14. EC Strategy, Globalization , SMEs, and Implentation [M5] 15. E-Commerce: Regulatory, Ethical and Social Environment [M5]					
Pustaka	Utama :					
	Turban, E., King, D., Lee, J.K., Liang, T., Turban, D.C. Electronic Commerce : A Managerial and Social Network Perspective, Springer. 2018					
	Pendukung :					
Media Pembelajaran	Perangkat Lunak :			Perangkat Keras :		
	Microsoft Word			Proyektor , Papan Tulis ,Spidol, Penghapus		
Tema Teaching						
Matakuliah Syarat						
Mg Ke-	Sub-CP-MK (sbg kemampuan akhir yang diharapkan)	Indikator	Kriteria & Bentuk Penilaian	Metode Pembelajaran [Estimasi Waktu]	Materi Pembelajaran [Pustaka]	Bobot Penilaian[%]
1	Overview of Electronic Commerce [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> Overview of Electronic Commerce 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Electronic Commerce : Definition and Concepts The Electronic Commerce Field : Growth, Content, Classification and a Brief History Drivers and Benefits of e-commerce 	5%

					<ul style="list-style-type: none"> ▪ Social Computing an Commerce ▪ The Digital and Social Worlds : economy, enterprise, and society ▪ Electronic Commerce Busines Models ▪ The limitations, impact, and the future of e-commerce 	
2	E-Commerce : Mechanisms, Platforms, and tools [C2, A2, P1]	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ E-Commerce : Mechanisms, Platforms, and tools 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ E-Commerce Mechanism : An Overview ▪ E-Marketplace ▪ Customer Shopping Mechanism : Webstore, Malls and Portals ▪ Merchan Solutions : Electronic Catalogs , Search Engines, and Shoping Chart ▪ Auctions, Bartering and Negotiating Online ▪ Virtual Communities and Social networks ▪ Emerging EC platforms : Augmented Reality and Crowdsourcing ▪ The futer: Web 3.0, Web 4.0 dan Web 5.0 	

3	Retailing in Electronic Commerce : Product and Service [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Retailing in Electronic Commerce : Product and Service 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Internet marketing and B2C Electronic Retailing ▪ E-Tailing Business Models ▪ Online Travel and Tourism service ▪ Employment and the online job market ▪ Online Real Estate , Insurance and Stok Trading ▪ Online Banking and personal finance ▪ On-Demand delivery of product, digital items, entertainment, and gaming ▪ Online purchasing decision aids ▪ The new face of retail competition : Retailers versus e-tailers ▪ Issue in e-tailing and lessons learned 	5%
4	Business-to-Business E-Commerce [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Business-to-Business E-Commerce 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Concept, characteristic, and models of B2B e-commerce ▪ B2B Marketing : Sell-Side E-Marketplace ▪ Selling via e-auctions ▪ One-from-many : e-procurement at buy-side e-marketplace 	5%

					<ul style="list-style-type: none"> ▪ Reserve auctions at buy-side e-marketplace(E-Tendering) ▪ Other e-procurement methods ▪ B2B Exchange(E-Marketplace): Definition and Concepts ▪ B2B in Web 2.0 and social networking ▪ Collaborative Commerce 	
5	Innovation EC System : From E-Government to E-Learning, E-Health, Sharing, Echonomy and P2P Commerce [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Innovation EC System : From E-Government to E-Learning, E-Health, Sharing, Echonomy and P2P Commerce 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Digital goverment : An Overview ▪ E-learning, E-training, and E-Books ▪ E-helath ▪ Digital Disruption and Sharing Economy Models : Ride and Accomodations Sharing ▪ Person-to-person Electronic Commerce Models 	10%
6	Mobile Commerce and The Internet of Things [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Mobile Commerce and The Internet of Things 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Mobile Commerce : Concept, landscape, Attribute, Drivers ▪ The Enabling Infrastructure : Components and Service 	10%

					<ul style="list-style-type: none"> ▪ Mobile Banking and Financial Application ▪ Mobile enterprise solutions : From Supporting the workplace to improving internal operations ▪ Mobile entertainment, gaming, consumer service and mobile marketing ▪ Location-based commerce ▪ Ubiquitous(Pervasive) computing ▪ Wearable Computing and smart gadgets : Watches, FitnessTrackers, ans smart glasses ▪ Implementation issue in mobile commerce : from security 	
7	Intellegent (Smart) E-Commerce [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <ul style="list-style-type: none"> ▪ Intellegent (Smart) E-Commerce 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Introduction to intellegence e-commerce ▪ The essential of AI ▪ Recent AI application in E-Commrce ▪ Knowledge (Expert) System 	5%

					<ul style="list-style-type: none"> ▪ Intelligence personal assistants and robot advisers ▪ The internet of things and e-commerce ▪ Selective demonstration of IoT in action 	
UJIAN TENGAH SEMESTER						
9	Social commerce : Foundation, Social Marketing and Advertising [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> ▪ Social commerce : Foundation, Social Marketing and Advertising 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50’] 	<ul style="list-style-type: none"> ▪ Social commerce : Definitions and evolution ▪ The content of the social commerce field ▪ The benefit and limitations of social commerce ▪ Social shopping : concepts , benefits and models ▪ Social advertising : from viral advertising to microblogging and other promotions ▪ Social customer service and CRM 	5%
10	Social Enterprise and Other Social Commerce topics [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> ▪ Social Enterprise and Other Social Commerce topics 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50’] 	<ul style="list-style-type: none"> ▪ Social business and social enterprise ▪ Business-oriented public social networking ▪ Enterprise social network ▪ Social network-based job markets 	15%

					<ul style="list-style-type: none"> ▪ Social entertainment ▪ Social games and gamification ▪ Croudsourcing and Croudfunding ▪ Sosial Collaboration 	
11	Marketing and Advertising in E-Commerce [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <ul style="list-style-type: none"> ▪ Marketing and Advertising in E-Commerce 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50"] ▪ 	<ul style="list-style-type: none"> ▪ Online Customer Behavior ▪ Personalization and Behavior Marketing ▪ Market Research for E-Commerce ▪ Why web Advertising ▪ Online Advertising Methods ▪ Mobile Marketing and advertising ▪ Advertising strategies and promotions 	5%
12	E-Commerce Security and Fraud Issue and Protections [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <p>E-Commerce Security and Fraud Issue and Protections</p>	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50"] ▪ 	<ul style="list-style-type: none"> ▪ The information security problem ▪ Basic E-Commerce security issues and landscape ▪ Tehcnical malware attack methods : from viruses to denial of service ▪ Nontechnical methods : from phising to spam and froud ▪ The information assurance model and defence strategy 	5%

					<ul style="list-style-type: none"> ▪ Defining information system and e-commerce ▪ Consumer and seller protection from online fraud ▪ Implementation enterprisewide e-commerce security 	
13	Order Fulfilment Along the Supply Chain in e-Commerce [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <ul style="list-style-type: none"> ▪ Order Fulfilment Along the Supply Chain in e-Commerce 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Order fulfillment and logistics : an overview ▪ Order fulfillment in make-to-order(MTO) and mass customizations ▪ Warehousing, robots, and warehouse management system ▪ Delivery to customers : From robot to drone ▪ Problems in order fulfillment problem along the supply chain ▪ RFID as key enabler in supply chain management 	5%
14	EC Strategy, Globalization , SMEs, and Implentation [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ EC Strategy, Globalization , SMEs, and Implentation 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Organizational strategy : concepts and overview ▪ Why justify e-commerce and social media invesment ▪ A strategy for global e-commerce and social media 	5%

					<ul style="list-style-type: none"> ▪ Strategy for Small and Medium Sized Enterprise ▪ The impelmentation landscape ▪ Development strategies for e-commerce and social media projects ▪ Opportunities for succes in e-commerce an social media 	
15	E-Commerce: Regulatory, Ethical and Social Environment [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ E-Commerce: Regulatory, Ethical and Social Environment 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50"] 	<ul style="list-style-type: none"> ▪ Ethical Challeges and guidelines ▪ Intellectual property lay and copyright infrigement ▪ Privacy rights, protection and free speech ▪ Other legal issue ▪ Fake content on the web ▪ Public policy , taxation and political enveronments ▪ Societal Issues and Green EC ▪ The future of E-Commerce 	5%
UJIAN AKHIR SEMESTER						

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 Overview of Electronic Commerce [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

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



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RENCANA UJIAN TENGAH SEMESTER MAHASISWA

MATA KULIAH E-COMMERCE

KODE **SKS** 3 **SEMESTER**

**DOSEN
PENGAMPU**

BENTUK UJIAN TENGAH SEMESTER

JUDUL UJIAN TENGAH SEMESTER

DISKRIPSI UJIAN TENGAH SEMESTER

METODE UJIAN TENGAH SEMESTER

BENTUK DAN FORMAT LUARAN

- a. Obyek garapan :
- b. Bentuk Luaran :

INDIKATOR , KRITERIA DAN BOBOT PENILAIAN

Hasil analisis (100%)

JADWAL PELAKSANAAN

LAIN - LAIN

DAFTAR RUJUKAN



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RENCANA UJIAN AKHIR SEMESTER MAHASISWA

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