UNIVERSITAS PAHLAWAN TUANKU TAMBUSAI

	RENCANA PEMBELAJARAN SEMESTER				
Mata Kuliah	Kode MK	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan
E-Commerce	UP.005	Mata Kuliah	2 SKS		
	Dosen Pengembang RPS Efti Novita Sari		**Dosen Pengampu MK** Efti Novita Sari		**Ketua Prodi** Samsurijas HS
Capaian Pembelajaran (CP)	CPL Prodi				
	CP-MK	1) Program ini bertujuan mengembangkan pemahaman dan kesadaran tentang hakikat entrepreneurship yang mencakup konsep dasar, karakteristik, serta tujuan pembelajaran entrepreneurship 2) Mahasiswa mampu menginternalisasi nilai dan sikap yang terkandung dalam entrepreneurship, seperti etos bekerja, motif berprestasi, kemandirian, kreativitas, keterampilan pengambilan keputusan, dan sebagainya 3) Mengembangkan *employability skills* dalam diri mahasiswa sebagai prasyarat dasar terbentuknya jiwa dan etos entrepreneurship (*project learning*) 4) Mahasiswa dapat mendiseminasikan karakteristik dan etos entrepreneurship secara meluas melalui jalur pendidikan formal, informal, maupun nonformal.			
Deskripsi Singkat MK	Pada hakikatnya, entrepreneurship bukan hanya bakat yang dibawa sejak lahir dan dapat dipraktikkan begitu saja di lapangan usaha. Entrepreneurship selain dapat dipelajari, juga harus dapat diinternalisasi secara luas melalui proses pendidikan. Individu yang memiliki jiwa entrepreneur adalah individu yang mengenal potensi dirinya dengan baik, belajar mengembangkan potensi untuk melihat dan mengkreasikan peluang dalam mewujudkan cita-citanya. Ruang lingkup konsep entrepreneurship yang akan dibahas dan didiskusikan dalam mata kuliah ini berorientasi pada dua aspek utama, yaitu orientasi nilai (*value-oriented*) dan orientasi tujuan (*goal-oriented*). Salah satu muatan penting yang perlu diintroduksi kepada mahasiswa yaitu internalisasi sistem nilai yang terkandung dalam entreprneurship, yakni kemandirian, berpikir kreatif, soft-skill, keterampilan interpersonal, komunikasi persuasif, kerja keras, persistensi, dan lainnya. Pada akhirnya, dampak jangka panjang yang diharapkan dari pembentukan nilai-nilai tersebut adalah kemampuan menangkap dan mengkreasikan peluang menjadi sesuatu yang memiliki nilai jual dan nilai tambah; “merubah kotoran dan rongsokan menjadi emas” (*Dr. Ir. Ciputra, Indonesia Entrepreneur of The Year 2007*).				
Materi Pembelajaran/ Pokok Bahasan	Secara singkat materi yang disampaikan adalah latar belakang pentingnya kewirausahaan, pengertian serta manfaat kewirausahaan, menumbuhkan mental wirausaha, karakter wirausahawan yang berhasil, bisnis model canvas, aktivitas usaha, sumber income serta membentuk ekosistem inovasi.				
Pustaka	urban, E., King, D., Lee, J.K., Liang, T., Turban, D.C. Electronic Commerce: A Managerial and Social Network Perspective, Springer. 2018				

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 : ▪ Overview of Electronic Commerce	**Kriteria :** Ketepatan dan penguasaan **Bentuk non-test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50”]	▪ Electronic Commerce : Definition and Concepts ▪ The Electronic Commerce Field : Growth, Content, Classification and a Brief History ▪ Drivers and Benefits of e-commerce	5%

					▪ 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]	Ketepatan dalam menjelaskan : ▪ E-Commerce : Mechanisms, Platforms, and tools	**Kriteria :** Ketepatan dan penguasaan **Bentuk non-test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ 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 : ▪ Retailing in Electronic Commerce : Product and Service	**Kriteria :** Ketepatan dan penguasaan **Bentuk non-test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ Internet marketing and B2C Electronic Retailing ▪ E-Tailing Business Models ▪ Online Travel and Tourism service ▪ Employement and the online job market ▪ Online Real Estate , Insurance and Stok Trading ▪ Online Banking and personal finance ▪ On-Demand delivery of product, digital items, entertaiment, and gaming ▪ Online purchasing decison aids ▪ The new face of retail competition : Retailers versus e-tailers ▪ Issue in e-tailling and lessons learned	5%
4	Business-to-Business E-Commerce [C2, A2, P1]	Ketepatan dalam menjelaskan : ▪ Business-to-Business E-Commerce	**Kriteria :** Ketepatan dan penguasaan **Bentuk non-test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ 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%

					▪ 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 : ▪ 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	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ 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 : ▪ Mobile Commerce and The Internet of Things	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ Mobile Commerce : Concept, landscape, Attribute, Drivers ▪ The Enabling Infrastructure : Components and Service	10%

					▪ Mobile Banking and Financial Application ▪ Mobile entreprise 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]	Ketepatan dan penguasaan dalam memahami : ▪ Intellegent (Smart) E-Commerce	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ Introduction to intellegence e-commerce ▪ The essential of AI ▪ Recent AI application in E-Commrce ▪ Knowledge (Expert) System	5%

					▪ Intellegence personal assitenat s and robot advisers ▪ The internet of things and ecommerce ▪ Selective demontration of IoT in action	
UJIAN TENGAH SEMESTER						
9	Social commerce : Foundation, Social Marketing and Advertising [C2, A2, P1]	Ketepatan dan penguasaan dalam : ▪ Social commerce : Foundation, Social Marketing and Advertising	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50”]	▪ 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 Enteprise and Other Social Commerce topics [C2, A2, P1]	Ketepatan dan penguasaan dalam : ▪ Social Enteprise and Other Social Commerce topics	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50”]	▪ Social business and social enterprise ▪ Business-oriented public social networking ▪ Enterprise social network ▪ Social network-based job markets	15%

					▪ Social entertainment ▪ Social games and gamification ▪ Croudsourching and Croudfunding ▪ Sosial Collaboration	
11	Marketing and Advertising in E-Commerce [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : ▪ Marketing and Advertising in E-Commerce	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"] ▪	▪ 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]	Ketepatan dan penguasaan dalam memahami : E-Commerce Security and Fraud Issue and Protections	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"] ▪	▪ 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%

					▪ Defining information ssytem 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]	Ketepatan dan penguasaan dalam memahami : ▪ Order Fulfilment Along the Supply Chain in e-Commerce	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ Order fulfillement and logistics : an overview ▪ Order fulfilment 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]	Ketepatan dan penguasaan dalam menjelaskan : ▪ EC Strategy, Globalization , SMEs, and Implentation	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ Organizational strategy : concepts and overview ▪ Why justify e-commerce and social media invesment ▪ A strategy for global e-commerce and social media	5%

					▪ 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]	Ketepatan dan penguasaan dalam menjelaskan : ▪ E-Commerce: Regulatory, Ethical and Social Environment	**Kriteria :** Ketepatan dan penguasaan **Bentuk Non Test :** Tanya jawab	▪ Kuliah dan diskusi [TM 3 x 50"]	▪ 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