SYLLABUS: E-Commerce

1	Idetification of Subject

1.1	Subject	E-Commerce
1.2	Level	U-University Mandatory Subject
1.3	File Name	U-06-E-Commerce-02.docx
1.4	Semester	6
1.5	SKS	2
1.6	Quality Control	Final Test, see evaluation
1.7	Limitations	unlimited
1.8	Other Study programs	University Compulsory Subject
1.9	Responsible	Dr. Invanos Tertiana
1.10	Revision	2017/02-07/PP/04-07/IT

2	Competency (Learning Outcome)

After having the course, students are expected to:
a) Have an overview of the most important methodological approaches and concepts of database to support e-commerce and ICT Business.
b) Be able to describe the core aspects of database &e-commerce and able to illustrate, contrast, and apply the main concepts and theories of database & e-commerce
c) Able to recognize the basics of e-business and e-commerce in the ICT Industry landscape.
d) Able to create a simple database to support e-business and e-commerce.

3	Description of Subject

The course is consisted of two folds. The first part will discuss about how to build and construct database, and the second part is about E-Commerce and E-Documents (shortly, it called E-Commerce).

This Course connects theory with practice,incorporating the latest research findings to make e-commerce relevant and exciting to a spiring students. In order to make that connection; i.e. between relevance and excitement directly to the students, It will include examples of e-business challenge faced by real-life business and also assigned on e-business designed, which will help students understand how to relate the course content and managerial practice.

An exploration of the issues facing global e-commerce ecosystem today. E-Business and E-Commerce explores the dynamic global environment of Information Communication and Technology Industry by exploring the political, legal, technological, competitive, and cultural factors that shape theI CT industry worldwide. The course contains current research, events, and global developments while exposing students to there centtrends that are affecting global leaders in today's hype rcompetitive global environment.

4	Learning Approach

Approach	Combination of Expository - inquiry and collaborative
Method	Discussions, Questions/answers, Video , Sample problems/cases, Group works
Students Task	Practices and homework
Media	PowerPoint presentation, Video
Facilities	Open source database and e-Commerce platform

5	Evaluation

5.1	Absence maximum	25%
5.2	Paper (personal)	20 Points
5.3	Presentation (Group)	20 Points
5.4	Quizzes (Personal)	20 Points
5.6	Final Examination	40 Points
	Total	100 Points

6	Content / Topics of Lecturing

Week	Topics	Content	Rem
1	The web database environment	Developing information System, Business rules, Databases and database technology, The Web and web technology, Web database applications, Roles	
2	Network, database and web technology	Client-server computing, Networks, interconnected networks and the Internet, Database and web technology, Web database applications	
3	Data models	Representing data items, The relational data model, Organizing data in the relational data model, Integrity constraints in the relational data model, Relational data languages, Semi-structured data models and XML.	
4	Web database implementation	Gathering user input with HTML forms ,Introduction to PHP, Handling user input in PHP, PHP and the MySQL DBMS, Querying the database instance, Handling DBMS communication errors, Modifying the database instance	
5	Introduction to the SQL data language	SQL queries: the basic select statement, The where clause, Modifying the database instance with SQL DML, Creating, and removing, databases and tables with SQL DDL, Altering tables with SQL DDL	
6	eCommerce Platform Configuration	The Magento Dashboard, Managing Stores, Customer, Product, Payment, shipping, Tax, etc.	
7	Presentation Session 1	Magento general configuration	
8	Midterm Break		
9	Introduction to E-Commerce and E-Marketplaces	Overview of Electronic Commerce and Social Commerce, Electronic Commerce: Definitions and Concepts, The Electronic Commerce Field: Growth, Drivers and Benefits of E-Commerce, Social Computing and Commerce, The Digital and Social Worlds: Economy Enterprises and Society, Electronic Commerce Business Models, The Limitations, Impacts, and the Future of E-Commerce	
10	E-Commerce: Mechanisms, Platforms, and Tools	Electronic Commerce Mechanisms: An Overview, E-Marketplace, Customer Shopping Mechanisms: Webstores, Malls, and Portals, Merchant Solutions: Electronic Catalogs, Search Engines, Auctions, Bartering, and Negotiating Online, Virtual Communities and Social Networks	
11	Retailing in Electronic Commerce: Products and Services	Internet Marketing and B2C Electronic Retailing, Internet Marketing and B2C Electronic Retailing, Online Travel and Tourism (Hospitality) Services, Employment and the Online Job Market, Online Banking and Personal Finance, On-Demand Delivery of Products, Digital Items, Entertainment, Online Purchasing Decision Aids , The New Face of Retail Competition: Retailers Versus E-Tailers	
12	Presentation Session 2	e-Commerce prototyping using Magento (full setup)	
13	Business-to-Business E-Commerce	Concepts, Characteristics, and Models of B2B E-Commerce, B2B Marketing: Sell-Side E-Marketplaces, Selling via E-Auctions, One-from-Many: E-Procurement at Buy-Side E-Marketplaces, Reverse Auctions at Buy-Side E-Marketplaces (E-Tendering) ,Other E-Procurement	
14	Presentation Session 3	Study Case on Indonesian eProcurement	
15	Final Examination		

7	Book Reference

1	An Introduction to Databases with Web Applications, Martyn Prigmore, Pearson Education Limited 2008, ISBN: 978-0-321-26359-9
2	Introduction to Electronic Commerce and Social Commerce - Fourth Edition, Efraim Turban , Judy Whiteside, David King, Jon Outland, Springer 2017, ISBN 978-3-319-50090-4
3	Magento Beginner's Guide, Second Edition, Robbert Ravensbergen, Sander Schoneville, Packt Publishing, 2013, ISBN 978-1-78216-270-4