

**E-COMMERCE INTERNATIONAL CLASS**  
**FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS LAMPUNG**

Instructors

1. MUDJI RACHMAT RAMELAN / MRR (8x)
2. NUZUL INAS NABILA /NIN (8x)

Platform

1. ZOOM
2. VCLASS
3. TELEGRAM GROUP
4. <http://komunitas.feb.unila.ac.id/muji>

**Text Books**

1. E-Commerce 2020: Business, Technology and Society, Global Edition, 16/E Kenneth C. Laudon, New York University, Carol Guercio Traver, ISBN-10: 1292251700 • ISBN-13: 9781292251707, ©2017 • Pearson • Paper, 912 pp
2. E-Commerce 2018 Business, Technology and Society, Global Edition, 14/E Kenneth C. Laudon, New York University, Carol Guercio Traver, ISBN-10: 1292251700 • ISBN-13: 9781292251707, ©2018 • Pearson • Paper, 912 pp

**Other Texts**

1. [https://www.webcreate.io/ecommerce-website-builder-comparison/?edgetrackerid=100253676826902&utm\\_medium=cpc&utm\\_campaign=eCommerce&utm\\_source=google&utm\\_term=search-pareto&utm\\_content=text&gclid=EAlaIqobChMIwffjmNX63AIVz73tCh0qGw8LEAMYAyAAEgl\\_aPD\\_BwE](https://www.webcreate.io/ecommerce-website-builder-comparison/?edgetrackerid=100253676826902&utm_medium=cpc&utm_campaign=eCommerce&utm_source=google&utm_term=search-pareto&utm_content=text&gclid=EAlaIqobChMIwffjmNX63AIVz73tCh0qGw8LEAMYAyAAEgl_aPD_BwE)
2. <https://www.awwwards.com/websites/e-commerce/>
3. <https://builtwith.com/ecommerce>
4. <https://ecommerce-platforms.com/articles/ecommerce-store-design>
5. <https://www.shopify.com/blog/best-ecommerce-sites>

Relevant Blog

1. Shopify Blog (<https://www.shopify.co.id/>)
2. eCommerceFuel Blog and Podcast (<https://www.ecommercefuel.com>)
3. A Better Lemonade Stand Blog (<https://www.abetterlemonadestand.com/>)
4. Buffer Blog Web Binar (<https://buffer.com/>)

**Background**

Since its inception in 1995, global e-commerce has grown from scratch to be worth US \$ 600 Billion in business-to-consumer (B2C) models and US \$ 6.7 Trillion in business-to-business (B2B) models, bringing about major changes to business firms, markets, and consumer behavior. Economies and business enterprises around the world have also been affected by this change. In this relatively short time, e-commerce has changed from its origins as an online retail sales mechanism to something much broader. Today, e-commerce has become a platform for media and services and has new and unique capabilities not found in the physical world. There are no substitute partners in the physical world for the services of Facebook, Twitter, Google Search, or some of the latest online innovations from Pinterest and iTunes to Tumblr. And the internet will replace television as the largest entertainment platform. Students of the Faculty of Economics and Business need a thorough foundation in e-commerce to become effective and successful managers in this decade and beyond.

## Description

This course focuses on the principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the main issues related to e-commerce, security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal obligations, will be explored. Students will build their own web and market it using an online platform. Topics covered include: E-Business Models, E-business Infrastructure, Sales and Marketing on the Web, Web Server Hardware and Software, B2C and B2B strategies, Virtual Communities, Web Portals, E-commerce Software, Payment Systems, Media Social, Security and User Experience.

## Class Schedule

Instructor	Class	Topics	Note
MJ	1	SYLABUS, COURSE BACKGROUND, GROUP DIVISION CHAPTER 1 THE REVOLUTION IS JUST BEGINNING	
MJ	2	CHAPTER 2 E-COMMERCE BUSINESS MODELS AND CONCEPTS	
MJ	3	CHAPTER 3 E-COMMERCE INFRASTRUCTURE: THE INTERNET, WEB, AND MOBILE PLATFORM	Group Presentation
MJ	4	CHAPTER 4 BUILDING AN E-COMMERCE PRESENCE: WEBSITES, MOBILE SITES, AND APPS CHAPTER 5 E-COMMERCE SECURITY AND PAYMENT SYSTEM	Group Presentation
MJ	5	CHAPTER 6 E-COMMERCE MARKETING AND ADVERTISING CONCEPTS	Group Presentation
MJ	6	CHAPTER 7 SOCIAL, MOBILE, AND LOCAL MARKETING	Group Presentation
MJ	7	CHAPTER 7 ETHICAL, SOCIAL, AND POLITICAL ISSUES IN E-COMMERCE	Group Presentation
MJ	8	Midterm	
IN	9	CHAPTER 8 ONLINE RETAILING AND SERVICE	Group Presentation
IN	10	CHAPTER 8 ONLINE RETAILING AND SERVICE	Group Presentation
IN	11	CHAPTER 9 ONLINE CONTENT AND MEDIA	Group Presentation
IN	12	CHAPTER 9 ONLINE CONTENT AND MEDIA	Group Presentation
IN	13	CHAPTER 10 SOCIAL NETWORKS, AUCTIONS, AND PORTALS	Group Presentation
IN	14	CHAPTER 11 SOCIAL NETWORKS, AUCTIONS, AND PORTALS	Group Presentation
IN	15	CHAPTER 12 B2B E-COMMERCE: SUPPLY CHAIN MANAGEMENT AND COLLABORATIVE COMMERCE	Group Presentation
IN	16	CHAPTER 12 B2B E-COMMERCE: SUPPLY CHAIN MANAGEMENT AND COLLABORATIVE COMMERCE	Group Presentation
IN		Final	

## Grading

Any student who misses his / her group presentation in due absence without reason will lose 50% of the group presentation points. Written assignments that must be given through the learning management system / website (<http://silabus.feb.unila.ac.id>) and / or

<http://komunitas.feb.unila.ac.id/muji> and <http://vclass.unila.ac.id> courses with categories to be completed at the time class meetings, must submit in class hours, failure to collect is considered an abscess in the session.

Individual Tasks (Quizzes, Individual Projects etc. which are individual.	15%
Group Tasks (Presentations, Team Collaboration)	20%
Mid Term	30%
Final Test	35%
Total	100%

### **Presentation Guidelines**

1. Group will present case summary (max. 3 pages)
2. The group will present the response to questions from the case
3. Group presentations not only include material from the textbook, but also collect data regarding the past and current conditions of the problems in the case.
4. The group presenting should prepare a copy of the presentation material for the class.
5. Group presentations will be assessed based on:
  - a. Completeness
  - b. Timeliness and Discipline
  - c. Case Analysis
  - d. Class Participation
  - e. Individual assessment for creativity which will receive a special assessment.

### **Academic Integrity**

Students must maintain academic honesty by avoiding all forms of cheating. According to academic regulations and the university code of ethics, plagiarism and other forms of cheating are completely unacceptable. One form of plagiarism is copying and pasting and using information from the Internet without writing the source.

### **Class Policy**

1. Students are not allowed to arrive late. Attendance on time at all class meetings is expected, students are not allowed to enter the classroom (without notification) where the class presentation or session has already started.
2. Set your communication device to silent / meeting mode.
3. If you need to answer your phone calls, please DO by asking permission to answer them outside of class.
4. Bring your textbook
5. Exams and Assignments are not to be repeated / submitted late
6. The following situations are acceptable reasons for allowable absence (with a permit):
  - a. serious illness;
  - b. illness or death in family members;
  - c. activities related to university activities;
  - d. major religious holidays;
7. Those who have an absence (with permission letter on the above criteria) have the opportunity to improve their assessment on absence.
8. Do not copy and paste / plagiarize, or any indication that leads to copy paste and plagiarism, penalties in the form of impairment will be given.

**CLASS INSTRUCTOR**

( Mudji Rachmat Ramelan)

(Nuzul Inas Nabila)

Student 1

Student 2

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NPM: \_\_\_\_\_

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NPM: \_\_\_\_\_