Communication & Business Institute
The Leading Graduate School of Communication & Business

Department of Business Faculty
Subject Syllabus

Subject Code	:	**DBM12**
Subject Title	:	**E- Business Feasibility**
Subject Specification	:	The subject specification of E-Business Feasibility presents knowledge and guidance for students to make proposed statement regarding their own business that they have build since the beginning of their study in Digital Business Management
Subject Overview	:	The subject overview of E-Business Feasibility is to prepare student to be able to conduct the primary analysis and create the projected income statement. Followed by doing a market survey and planning business operations. The last step is to create a balance sheet to review and analyze data in order to achieve the proposed statement.
Course Objectives	:	The course objective of E- Business Feasibility is to assist students how to apply analysis and evaluation the Feasibility of their digital business; also the determination of the success or failure of a proposed project
Course Method	:	

Interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome (Competence) :

Knowledge : Students will understand about the determinants of success or failure of a proposed project or investment

Skill : Students will be able to implement the knowledge in proposed project or investment

Attitude: Students will learn to have a leadership skill, positive attitude and confidence to represent their own company

Course content :

Session	Topic
1	Stage 1: Business Development
2	Stage 2: Business Development Assessment
3	Stage 3: Financial Projection Plan
4	Stage 4: Financial Projection Plan Assessment
5	Stage 5: Digital Marketing Plan
6	Stage 6: Digital Marketing Plan Assessment
7	Stage 7: Legal Proven
8	Midterm Test
9	Negotiation Skills Implementation & Risk Mitigation Management for Digital Business
10	Prototype of Digital Business
11	E- Feasibility Review (preparation class for International Examination)
12	Assignment Simulation (preparation class for International Examination)
13	International Examination Alignment by local lecturer
14	Pre Submission Paper by local lecturer
15	Paper Review by local lecture
16	Final Test (International Exam)

Grading System :

As a general rule, students are evaluated based on the following criteria:

- Final Examination 35%
- Mid-term Examination 25%
- Coursework & Assignments 30%
- Attendance 10%

The acceptable grade for LSPR-Jakarta S1 programme is 60 and above. In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

- GPA of 0.00 – 1.99 = Fail
- GPA of 2.00 – 2.49 = Pass
- GPA of 2.50 – 2.99 = Credit
- GPA of 3.00 – 3.49 = Merit
- GPA of 3.50 – 4.00 = Distinction

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
1	Stage 1: Business Development	Understanding how to develop their business further and find the core problems from their	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

		business based on market research (market survey)	
2	Stage 2: Business Development Assessment	Students bring the draft for their business development proposal (Using TOWS, STP, and BMC) which will be assessing by local lecturer	1. Class presentation 2. Class discussion 3. Question and answer
3	Stage 3: Financial Projections Plan	Understand how to compose better financial plan and projection for their new business development	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Stage 4: Financial Projections Plan Assessment	Students bring the draft for their financial projections plan which will be evaluating by local lecturer	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	Stage 5: Digital Marketing and Sales Strategy	Understand how to develop compelling digital marketing plan (in response to sales strategy) for their business development	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Stage 6: Digital Marketing and Sales Strategy Assessment	Students bring the draft for their new digital marketing and sales strategy (including campaign) using implementation from Integrated Marketing Communication and sales management (in each classes) which will be assessing by local lecturer	1. Class presentation 2. Class discussion 3. Question and answer

7	Stage 7: Legal Proven	Register the idea of the business or the paper to Direktorat Jenderal Hak Kekayaan Intelektual (HKI)	Guest Lecturer by Legal Consultant by Dr. Danuega
8	Midterm Test	Paper Draft Submission	Students submits the draft paper from session 1 - 7
9	Negotiation Skills Implementation & Risk Mitigation Management	- Understand the negotiation skills to deliver the idea accordingly - Understand how to mitigate the risk from their business development plan	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
10	Prototype of Digital Business	Present and brings their prototype using the MVP as guideline	1. Class presentation 2. Class discussion 3. Question and Answer
11	E- Feasibility Review	Guest Lecturer session with international assessors to understand better what to achieve in examination	International Guest Lecture by Breda University of Applied Science
12	Assignment Simulation (preparation class for International Examination)	Guest Lecturer session with international assessors to simulates what they get in last session	International Guest Lecture by Breda University of Applied Science
13	International Examination Alignment	Discussion session with local lecturer to align what they get from the previous guest lecturers session by local lecturer	Class discussion
14	Pre Submission Paper	First submission session of the whole business development plan. Students can discuss with their local lecturer regarding their plans	Student presentation

15	Submission Review Session	Getting some input from the local lecturer regarding the paper	Student presentation
16	Final Test (International Examination)	Students present their paper to the examinator	Presentation to Examinator from Breda University of Applied Science

Midterm Test Guideline **:** Written Examination

Final Test Guideline **:** Presentation Report/Paper Business Feasibility and showcase

Outline Report for a E-Business Feasibility :

1. Executive Summary
2. Introduction
3. Development of new Product or Services
4. Situation Analysis
5. Business Model
6. Marketing and Sales Strategy
7. Operations Management Strategy
8. Human Resource Management
9. Financial Projections Plan
10. Legal Proven (i.e: Intellectual Property)
11. Critical Risk Factor
12. Recommendation
13. Conclusion

References **:**

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8. Kotler, Philip and Kevin Lane Keller (2016), *Marketing Management, 15th ed.* Upper Saddle River, N.J.: Pearson Education, Inc.
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