Department of Business Faculty
Subject Syllabus

Subject Code : DBM05

Subject Title : E-Commerce and Marketplace

Subject Specification : For Management Study Program

Subject Overview : This is a course that focuses on how e-commerce and marketplace work in operation. Learning about the definition of each platform, understanding the ecosystem affected in the operations. Nowadays people use e-commerce and marketplace not only for commerce but also to introduce brands or products and interact with their customers. The ecosystem itself is very wide, starting from the infrastructure, social media, as well as the logistic systems. This course will encourage the students to understand factor-factors impacted by the dynamic of the business ecosystem. This course will also survey the range of frameworks used to explain digital commerce in general..

Course Objectives : At the completion of the Introduction to Digital Business, students will make a strategy to optimize ecommerce and marketplace platforms to boost the business. .

Course Method : Lecture presentation, group presentation, case studies, and discussion.

Learning Outcome (Competence) :

- Knowledge :
    - Define the meaning and scope of e-commerce and marketplace;
    - Recognize the ongoing business challenges of managing e-commerce and marketplace,
    - Describe terminology in e-commerce and marketplace
- Skill :
    - Students will be able to read and demonstrate effective oral presentation skills
    - Students will demonstrate effective and integrative team-work

- Students will demonstrate the ability to evaluate, and apply strategy in e-commerce and marketplace

- Attitude :
  - Students complete the course materials.
  - Students perform ability to analyze and create case study

Course content :

Week	Tittle/ Topic	Case Study
1	Introduction in E-Commerce and Marketplace	N/A
2	E-Commerce and Marketplace Ecosystem	N/A
3	Social Commerce	Instagram Shopping, Tiktok Shopping
4	Understanding Measurement in E-Commerce and Marketplace	N/A
5	Payment gateway	Xendit, Ayoconnect, etc
6	Logistic Operations & inventory management	Anter aja, Lion Xpress, JNE, Si Cepat, BukaSend
7	Review for Mid Examination	
Mid Examination		
9	Online Marketing Tools	Google feature, Tokopedia, Bukalapak, Grab
10	E-commerce enabler & fulfillment strategy	Sirclo, Jet Commerce
11	Seller Experiences & storefronts	Ngorder, BigCommerce
12	Community marketplace	Caroussel, Etsy, Sayur Box
13	Ecosystem, Marketplace, and Platforms	
14	Cross border commerce	Amazon, E-bay, Shopee
15	Review for Final Exam	
Final Examination		

Grading System

Course Evaluation :

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%

Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate 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:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work

Ses.	Tittle/ Topic	Area Discussion	Activities	Case Study	Group Project Presentation (File Name)
1	Introduction in E-Commerce and Marketplace	Definition of E-Commerce Definition of Marketplace	group discussion to make the definition of e-commerce & marketplace, found the differences among them, get the conclusion together.	N/A	N/A

2	E-Commerce and Marketplace Ecosystem		Opening : 10' Class discussion: 10' Group discussion: 20' Group presentation: 15'	N/A	HBR-Alibaba
3	Social Commerce	Social Media nowadays Customer behaviour in Social Commerce Merchants behaviour in Social Commerce		Instagram Shopping, Tiktok Shopping	HBR- Semir E-Commerce
4	Understanding Measurement in E-Commerce and Marketplace			N/A	HBR- Pinduoduo
5	Payment gateway			Xendit, Ayoconnect, etc	HBR korea commerce
6	Logistic Operations			Anter aja, Lion Xpress, JNE, Si Cepat, BukaSend	HBR Amazon Inc
7	Review for Mid Examination				
8	Mid Exam				
9	Online Marketing Tools	Growth marketing strategy		Google feature, Tokopedia, Bukalapak, Grab	
10	E-commerce enabler & fulfillment strategy			Sirclo, Jet Commerce	
11	Seller Experiences			Ngorder, BigCommerce	
12	Community marketplace	Understanding the behaviour of the community		Caroussel, Etsy, Sayur Box	Babyonline
13	Ecosystem, Marketplace, and Platforms	Differences in the conceptual			Shopee vs Lazada.
14	Cross	Factors impacting cross		Amazon, E-bay,	HBR Choosing

	border commerce	border		Shopee	E-Commerce Strategies
15	Review for Final Exam				
16	Final Exam				

Guidelines

Midterm Exam Guideline : Written/Presentation/Projects

Final Exam Guideline : Written/Presentation/Projects

References

1. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Wiley.
2. Kim, W. C., & Mauborgne, R. (2005). Blue ocean strategy: How to create uncontested market space and make the competition irrelevant. Harvard Business School Press.

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