Departement of Business Faculty

Subject Syllabus

Subject Code	**:** MGM05
Subject Title	**:** Digital Economy
Subject Specification	**:** Business Faculty students

Subject Overview

In this class, students will learn the meticulous knowledge of the industrial revolution 4.0 caused by digital transformation. Students will also learn how to take the attitude that can be taken towards the knowledge gained as a future entrepreneur/intrapreneur.

Course Objectives

Learn the details knowledge on industrial revolution 4.0 especially on digital transformation, how to implement the knowledge the information and knowledge as future entrepreneur and intrapreneur.

Course Method

- Interactive lectures
- Problem-solving discussions
- Case studies
- Guest lectures.

Learning Outcome (Competence)

1. Knowledge:
   - Students learn the details knowledge from the smallest and simple parts to complex one on how to run a business.
   - Student learn on how to describes the basic form of small business/ startup ownership and can identifies the necessary financial competencies for their businesses skill.
2. Skill: Able to implement the knowledge into business management and business field.
3. Attitude: Enthusiasm, confident, and committed to the study.

Course content

Week	Topic
1	Embrace The Digital Economy
2	The Development of Digital Economy
3	Platform Based-Business & Ecosystem Strategy
4	Digital Infrastructure Platform
5	Inclusiveness
6	Business Paradigm from B2C to C2B (I)

7	Business Paradigm from B2C to C2B (II)
8	**Mid Examination**
9	The Changing Nature of Work: Changing Work Pattern
10	The Changing Nature of Work: Changing Working Fields
11	The Changing Nature of Work: Changing The Organization and Working Culture
12	Transformation of a Traditional Industry: New Retail
13	Transformation of a Traditional Industry: New Retail
14	Transformation of a Traditional Industry: New Finance
15	Transformation of a Traditional Industry: Smart Manufacturing
16	**Final Examination**

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

Course Evaluation

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

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

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work

Session	Title/Topic	Area Discussion	Activities
1	Embrace The Digital Economy	1. Understanding history of the global economy 2. Shifting in power & Digital population 3. Leapfrogging 4. Digital economy Infrastructure	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
2	Development of Digital Economy	1. Policies not politic 2. Economical Factor 3. Social Factor 4. Technological Factor	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
3	Platform Based Business	1. Definition of Platform based business 2. Two unique feature platform-based business a. Network externality b. Two-side market	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Digital Infrastructure Platform	1. Finance 2. Logistic 3. Data driven	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
5	Inclusiveness	1. Trade Inclusiveness 2. Technology Inclusiveness 3. Inclusiveness Finance	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Business Paradigm from B2C to C2B (I)	1. New and old paradigm 2. New needs, new product 3. Why costumer changed? 4. Redefine people, product and place	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

7	Business Paradigm from B2C to C2B (II)	1. B2C constraint in digital era 2. Critical factor to C2B Innovation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
8	Mid Exam		
9	Changing Nature of Work : Work Pattern	1. Traditional Value chain vs collaborative network 2. From company + employee to platform + contractor	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Changing Nature of Work : Working Field	1. The general results on changing work fields 2. Diminishing Costumer services, Retail & Finance 3. Emerging ecommerce 4. Transforming media	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	Changing Nature of Work : Changing The Organization and Working Culture	1. Empowerment platform, agile front ends and rich ecosystem 2. Shortcomings in organizational cultures 3. Traditional & digital organization	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
12	Transformation of a Traditional Industry: New Retail	1. Digitalization start 2. Mom-and-pop store embracing digital 3. Big data of the neighboring costumers 4. New retail redefine people, product and place	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Transformation of a Traditional Industry: Smart logistic	1. Smart warehousing 2. Smart transportation 3. Smart distribution 4. Smart pick-up 5. Driveless	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
14	Transformation of a Traditional Industry: New Finance	1. Who are the unbanked 2. Roadblock and constraint of traditional finance	1. Lecturer's presentation 2. Class discussion

		3. Microfinance & microlending model 4. The rise of digital payment	3. Question and answer 4. Case Study
15	Transformation of a Traditional Industry: Smart Manufacturing	1. New Manufacturing 2. Pro&con Mass production 3. Traditional & Smart manufacturing 4. Digital transformation	
16	**Final Exam**		

Guidelines

- **Midterm Paper Guideline** **:** Written Examination
- **Final Paper Guideline** **:** Present the Paper

References

- China Taobao Village Research Report (2020). Jointly publish by Ali Research, China Taobao Village Development Alliance, and Alibaba Research Center for Rural Dynamics
- Digital Economic Forum, Ali Research, KPMG. Embracing the global digital wave: 2018 Global digital development index report.
- Osterwalder, Alex. Et al (2014). Value Proposition Design. Wiley and Sons
- Stickdorn, Mark. Et al (2018). This is service design doing. O'Reilly Media
- World bank and Alibaba Group (2019). E-Commerce Development: Experience from China

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