



E-BUSINESS

INTRODUCTION TO E-BUSINESS

HELLO!

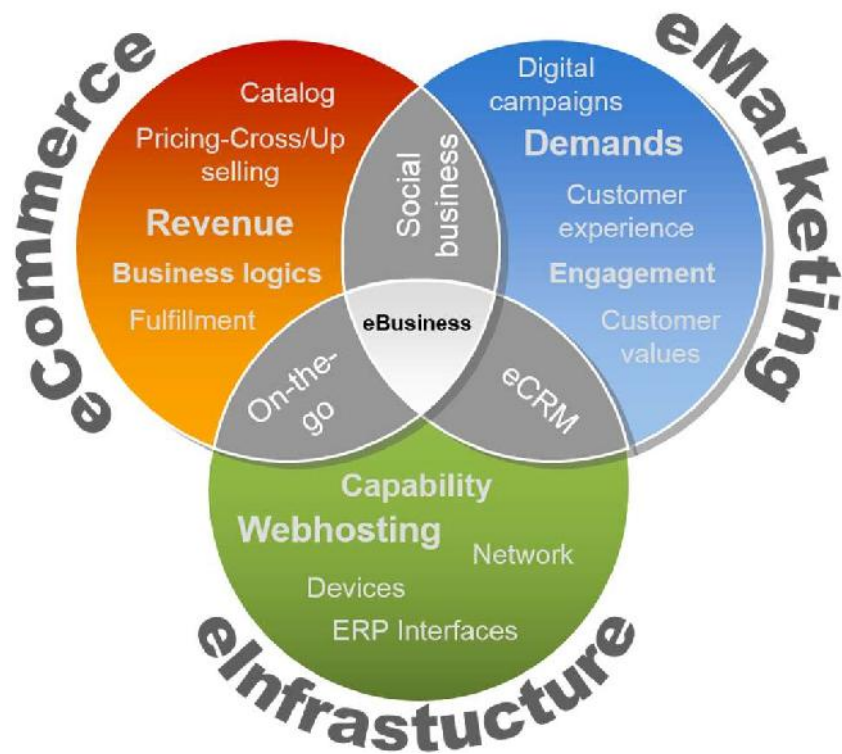
LECTURER

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COURSE DESCRIPTION



► **Course Schedule** : Monday (3rd section)

► **Credit** : 3

HOW TO SURVIVED?

Give attention on your attendance

Attendance problems means not applicable for final exam
Notified the lecturer if you cannot join class

Complete all

Assignments, tests and project
Late submission will affect your score

Plagiarism is strictly prohibited

We already warn you!

Make up test is not allowed

except for those who provide early notification



HOW TO SURVIVED?

Join e-learning is a must

Ilmu.upnjatim.ac.id

Ebisnis - C

Create Quizizz account

Every postTest will use: <https://quizizz.com/>

Be an active participant

For your growth, will level up your skill baby!!



GRADING

- ▶ **Assignment : 25%**
- ▶ **Quiz / Test : 20%**
- ▶ **Midterm Test : 25%**
- ▶ **Final Project : 30%**





STUDY PLAN

an organized schedule outlining study times and learning goals

REFERENCES

- ▶ **E-Commerce : Business, Technology and Society (2014). Kenneth C. Laudon and Carol Guercio Traver**
- ▶ **Chaffey, Dave, 2009, E-Business and E-Commerce Management: Strategy, Implementation, and Practice, 4th ed. Prentice Hall Int.**



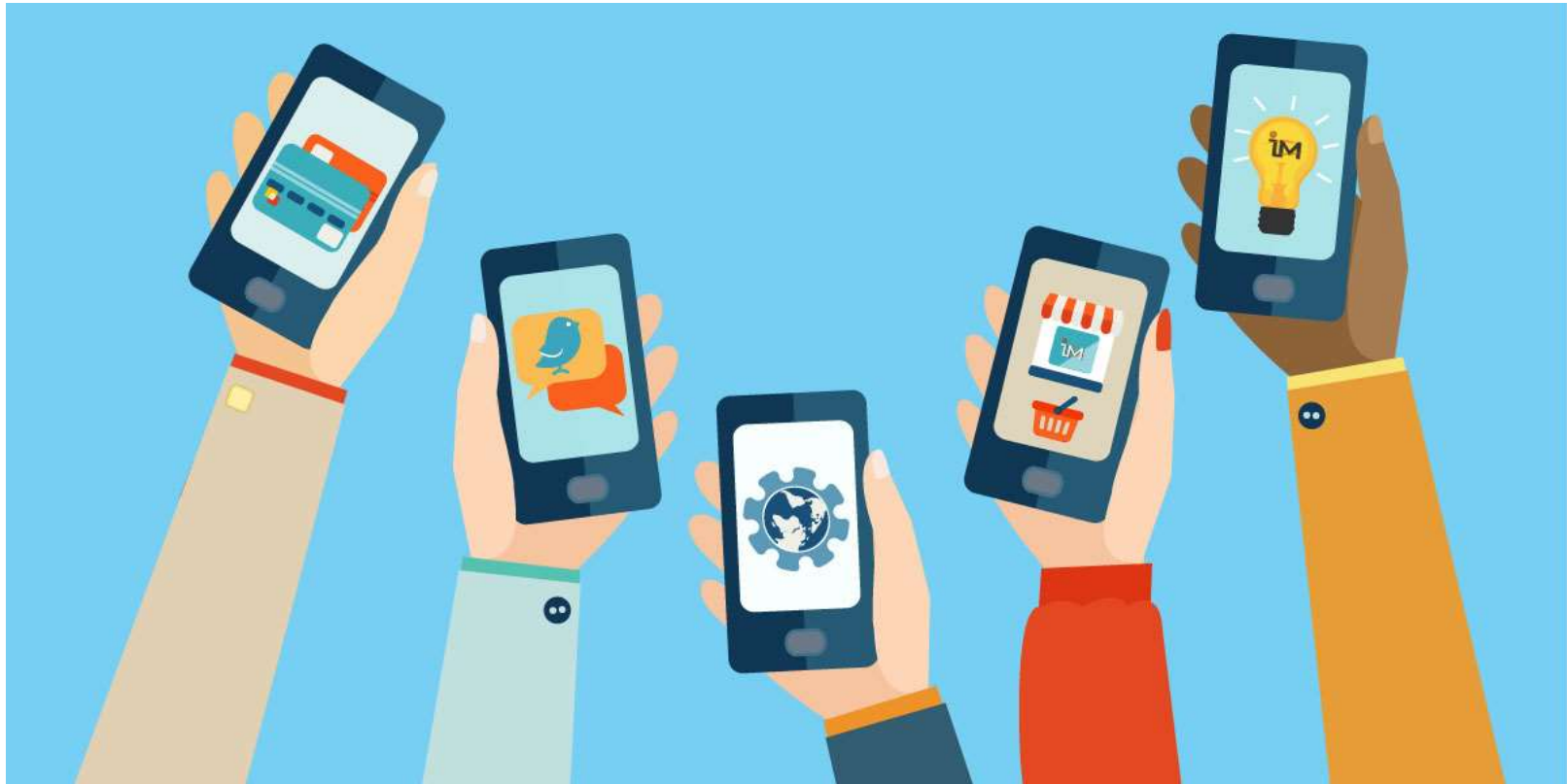
THE AGENDA

1	Introduction	9	Deskripsi produk ; market opportunity dan value proposition
2	E-Bisnis dan perkembangannya	10	Deskripsi kompetisi ; competitive enviroentment dan competitive advantage
3	Model Ebisnis (Part1)	11	Deskripsi revenue model
4	Model Ebisnis (Part2)	12	Deskripsi market strategy
5	Infrastruktur Ebisnis	13	Deskripsi organisasi dan pengelolaan tim
6	Pembangunan Ebisnis	14	Final project progress 1
7	Isu etik, sosial, dan hukum	15	Final project progress 2

SNEAK PEEK FINAL PROJECT

- ▶ **Team project**
- ▶ **THE BIG PROJECT** must have positive impact to community or organization
- ▶ A big project will be divided into mini projects -> will be assign to each team
- ▶ **Output:**
Mockup App -> wireframe
Report






INTRODUCTION TO E-BUSINESS

Mahasiswa mampu menganalisis ranah, teori adopsi, dan tantangan dalam e-bisnis

Current Opportunities in Indonesia?



New IT approaches to gain competitiveness and manage (security & performance)

New innovation → model & commun approaches

Stacked cubes with icons: smartphone, camera, computer monitor.

Catch opportunities

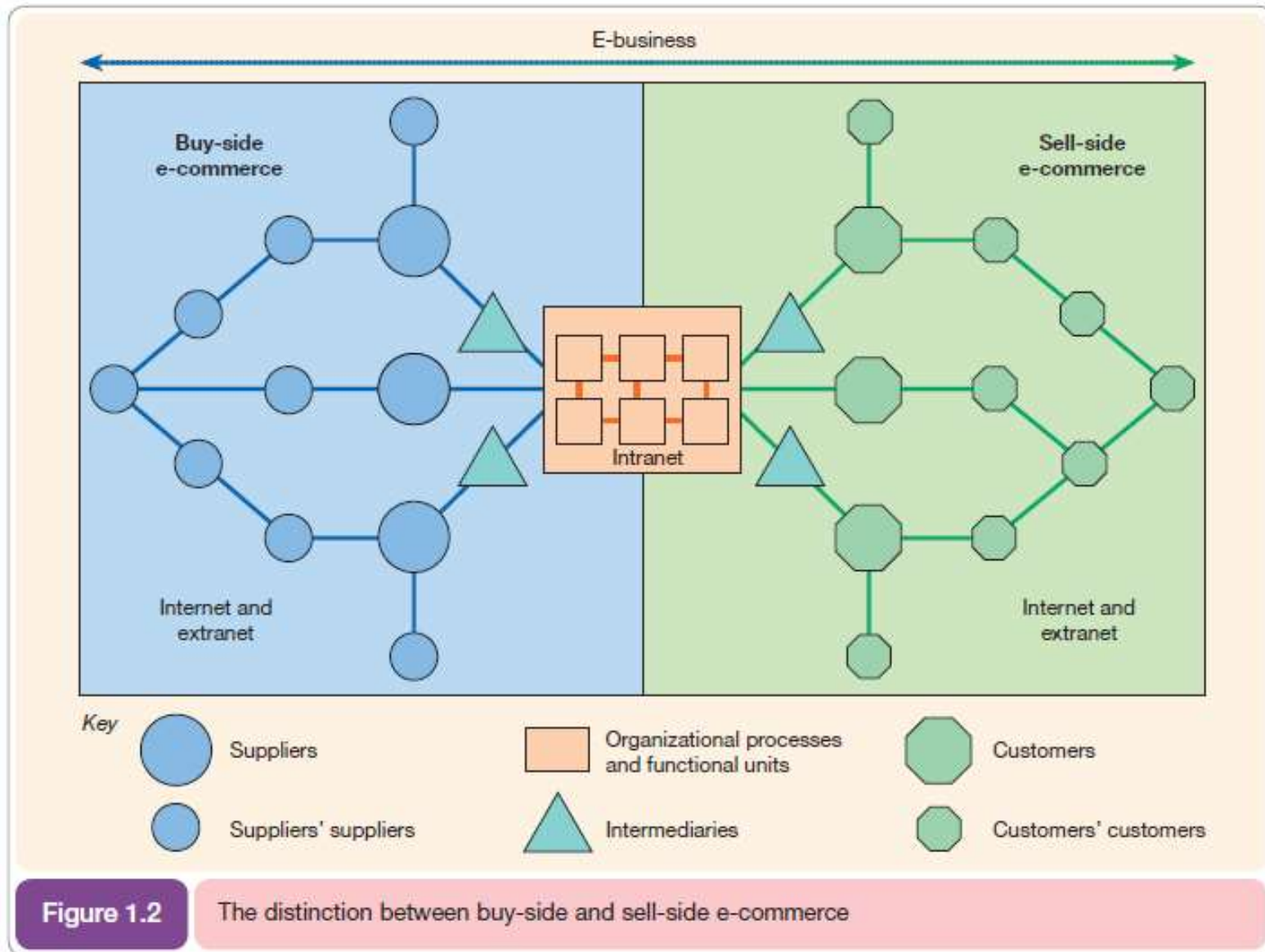


E-Commerce

- ▶ All electronically mediated information exchanges between an organization and its external stakeholders.
- ▶ **Buy-side e-commerce:** E-commerce transactions between a purchasing organization and its suppliers.
- ▶ **Sell-side e-commerce:** E-commerce transactions between a supplier organization and its customers.
- ▶ **Perspective:** communications, business process, service, and online.

E-Business

- ▶ All electronically mediated information exchanges, both within an organization and with external stakeholders supporting the range of business processes.
- ▶ **Integrating** ICT into business process as a whole
- ▶ **ICT:** The software applications, computer hardware and networks used to create e-business systems.



- ▶ **Transactional e-commerce sites.** The main business contribution of the site is through sale of these products: support the business by providing information for consumers that prefer to purchase products offline, e.g. retail sites, travel sites and online banking services.
- ▶ **Services-oriented relationship-building web sites.** Provide information to stimulate purchase and build relationships. Products are not typically available for purchase online.
- ▶ **Brand-building sites.** Provide an experience to support the brand. Products are not typically available for online purchase. Their main focus is to support the brand by developing an online experience of the brand. They are typical for low-value, high-volume fast moving consumer goods (FMCG brands) for consumers.
- ▶ **Portal, publisher or media sites.** 'Portal' refers to a gateway of information. This is information both on the site and through links to other sites. Portals have a diversity of options for generating revenue, including advertising, commission-based sales, sale of customer data (lists).



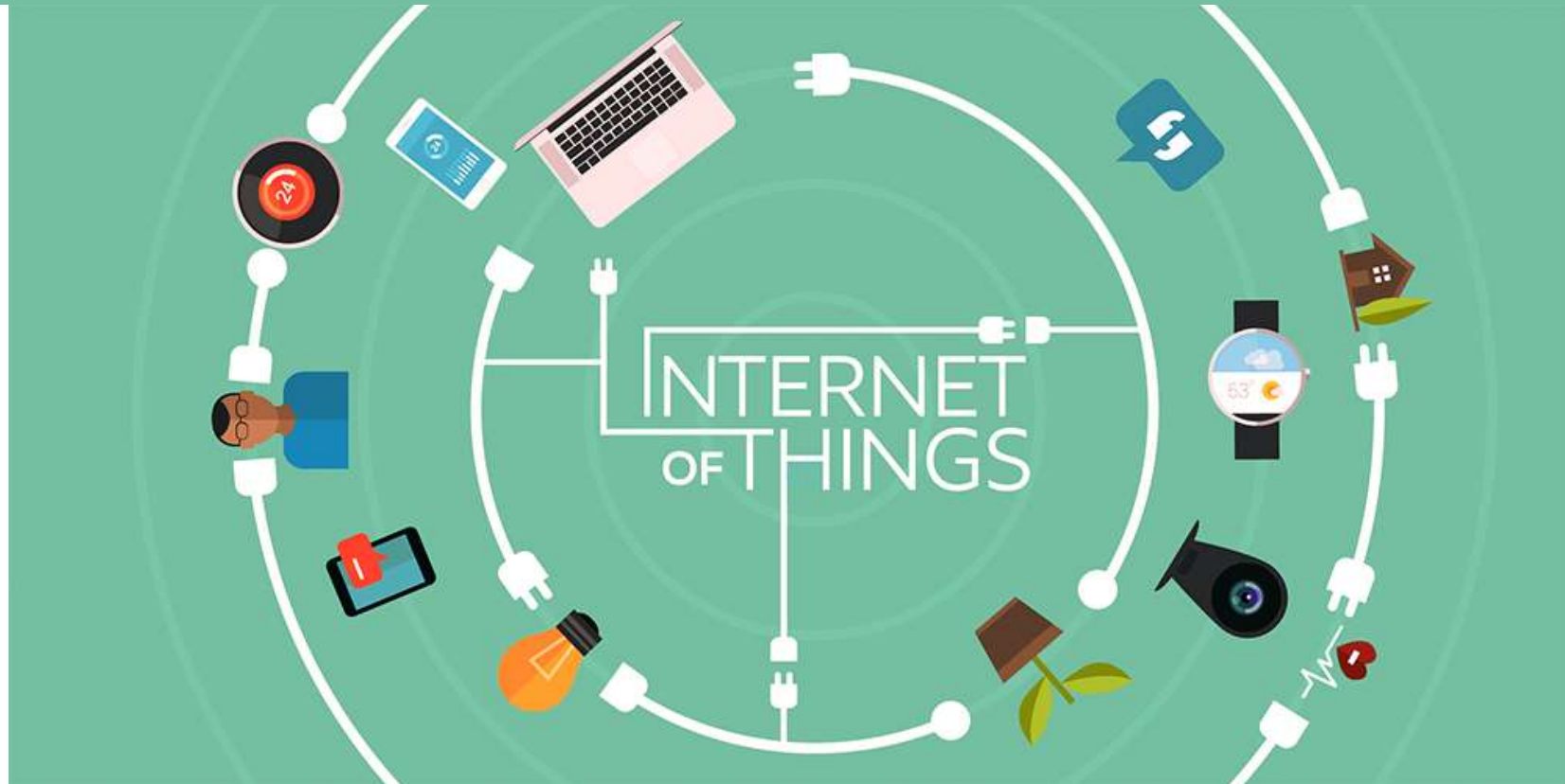
Different Types of Sell-Side E-Commerce

E-Business Opportunities

Disruptive Internet technologies:

New Internet-based communications approaches which change the way in which information about products is exchanged, which impact the basis for competition in a marketplace.

- Reach (users)
- Richness (information)
- Affiliation (partner)



E-Business Opportunities (cont'd)

Soft lock-in:
Customers or suppliers
continue to use online
services because of the
switching costs.



ANY QUESTION?



TAKE HOME ASSIGNMENT (THA01)

GIVE EXPLANATION BOUT:

1. Why e-business wouldn't perish in short time? Give some example.
2. Why there are people who prefer not use e-business? And what are e-business adoption challenge?

Put your answer into a report

- **File name:** EBIS01.NPM.pdf
- **Submit via e-learning**
- **Due : Feb, 13th 2022 ; 23.55 WIB**

SEE YOU ON NEXT TRIP

